

MELINDA VICKERMAN

Marketing & Customer Service Specialist

Hoboken, New Jersey | 201.724.1732 | hello@mickerman.com | portfolio: mvickerman.com

PROFESSIONAL PROFILE

Energetic, creative, problem-solver specializing in crafting optimal customer experiences for diverse fitness, health, and school markets. Adept at developing impactful marketing solutions and related content to educate, inform, advocate, and build community.

WORK EXPERIENCE

MARKETING & OFFICE MANAGER

The Soccer Learning Center | Jersey City, NJ | 2002 to Present

Brand Development

- Supported the launch of a professionally coached soccer academy that grew to serve more than 1K children with sales of \$200K+ per year
- Developed co-branded classes with schools and municipalities offering bespoke instructional soccer programs and boutique summer camps
- Expanded services to include adult instructional and recreational league options for mature athletes
- Piloted the Coach Alex brand to become an internationally recognized soccer authority and garnered USSF accreditation for the academy

Customer Service & Office Administration

- Maintained a responsive, proactive, and caring approach to every customer interaction, in-person, via telephone, or online
- Created and managed an automated registration portal with Event Espresso with timely follow-up which significantly improved conversions
- Oversaw all day-to-day office tasks, including ADP payroll, HR, reporting, event registration, payment processing, and customer communications
- Administered all financial management, including sales, refunds, scholarships, PayPal merchant processing, loan oversight, and tax preparation
- Ensured strict company confidentiality with all correspondence, personnel matters, client information, and government interactions

Marketing & Content Creation

- Responsible for logo design, website creation and maintenance, and all collateral content for academy and related activities
- Managed SoccerLearningCenter.com, CoachAlex.com, TSLCNews.com, and USSoccerHeroes.com WordPress websites
- Skilled proofreader ensuring accuracy of content, spelling, and grammar for a variety of content across multiple platforms
- Supported subscriber lists and generated impactful email content using MailChimp platform
- Steered the company through COVID lockdowns, implemented online class options in one week, and handled all COVID business challenges

Community Outreach

- Launched a 501c3 non-profit arm of the academy focused on creating community-minded events and fundraising tournaments
 - Raised more than \$50,000 for law enforcement officers and their families experiencing catastrophic life events
 - Co-sponsored events and tournaments with MLS pro teams, including the NY Red Bull
 - Facilitated logistics and hospitality for pro athletes, politicians, sponsors, and VIP donors during various charitable functions
 - Tasked with conducting presentations and speeches, organizing award ceremonies, and interviewing with media to promote initiatives
-

ADDITIONAL WORK EXPERIENCE

COPYWRITER • BRAND BUILDER • NON-PROFIT DEVELOPMENT

M. Vickerman | Hoboken, NJ | 2000 to Present

- Credited with overhauling a low-performing hardware product brand and expanding sales from \$10K to \$300K in one year
 - For clients like American Express, MasterCard, Citibank, and Sony, developed customer service affinity solutions for telemarketers
 - Following strict federal regulatory guidelines, authored full range of consumer health-oriented marketing content for The Vitamin Shoppe
 - In 2022, registered first patent-pending application for novel consumer product packaging concept
 - In 2022, redesigned and refined The Hoboken Shelter's social media and marketing communications materials leading to significant increases in engagement - campaigns exceeded all development department goals resulting in a 90-day fundraising proceed total in excess of \$125K
 - Proficient in WordPress, Canva, Slack, Google Workspace, Later, RunSignUp, Event Espresso, Blackboard, PayPal, Microsoft Office Suite, Vertical Response, MailChimp, ADP Payroll
-

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Concentration in Digital Marketing & Social Media Management

Saint Peter's University | Jersey City, NJ | 2023 Graduation

| Dean's List – 4.0 GPA | 2021-2023