

MELANIE HESS
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PROFILE

I've created content for a wide range of audiences and platforms, including print magazines with up to 500,000 readers and web outlets that see millions of visits monthly. In addition, I've produced social media posts, press releases, and marketing collateral. My natural curiosity makes me a great top-notch researcher, and I am adept at making technical information engaging for the general public. Having worked with a large variety of clients, including everything from large corporations to nonprofits and small businesses, I have become a superstar at adapting to many company voices and styles.

EDUCATION

Texas Tech University Master of Arts, 2012 Interdisciplinary Studies: Business Communications	Texas Tech University Bachelor of Arts, 2010 Public Relations, Magna Cum Laude
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WORK EXPERIENCE

Copywriter/Content Editor

MH Creative (Remote Freelance), Nov. 2014 - Present

- › Contributing regularly to regional and statewide print magazines reaching up to 500,000 in circulation
- › Writing blogs/news for sites with up to 10M+ monthly visitors
- › Optimizing posts using SEO best practices and completing meta descriptions
- › Providing proofing and editing for WordPress posts, contracts, and newsletters
- › Ghostwriting for company leadership
- › Creating a mix of technical and creative content for marketing agencies

Teacher (Journalism/Yearbook/English)

Dallas Area Schools, July 2015-June 2019

- › Spearheaded the creation/publication of student-produced news outlets in an inner-city school
- › Supplemented or taught reading language arts coursework for up to 90% ELL populations
- › Led the creation and design of student yearbook

Public Relations Associate

Collin College Nov.2012-Oct.2014

- › Developed and wrote feature stories for various web and print publications, including a cover story
- › Crafted content for press releases, advisories and pitches, emails, e-newsletters, videos and other promotions
- › Served as liaison between clients and public relations department
- › Established a social media management system for an academic institution serving more than 50,000 students
- › Earned gold award for feature writing from a regional professional organization

Creative Advertising Copywriter

JCPenny Corporate (Contract), Sept.2012-Nov. 2012

- › Created online marketing copy for women's apparel
- › Employed SEO and followed legal requirements

Texas Tech University, Office of Communications and Marketing

Writing/Media Relations Graduate Assistant, June 2011-May 2012

- › Wrote more than 100 feature stories, press releases, pitches and advisories for the TTU System
- › Produced no.1 story for a semester on a website averaging 40,000 unique monthly visitors.
- › Translated research and academic content to copy relevant for the average reader
- › Conducted interviews with students, professors, alumni and administration

RELEVANT INTERNSHIPS

American Red Cross DFW, PBS(KTXT-TV), and
Court Appointed Special Advocates (Capstone)

SKILLS

WordPress ASL(Intermediate) SEO AP Style
Microsoft Office Adobe Creative Suite Slack Basecamp