

Melissa Swan

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Summary of Qualifications

- 2 years of focused educational instruction including professional, fieldwork, classwork and student teaching.
- 10+ years of Business Marketing experience including creating and implementing international marketing projects.

Professional Certifications

- **Initial Certification: English Language Arts (7-12)** [Issued Dec. 3, 2020 - Exp. Jan 31, 2026]
- **PMI Certification:** Project Management Professional Certificate [Anticipated May 2021]

Experience

- *Marketing Associate - ASSISTments - Aug 2020 to Present*
My role is to amplify brand awareness within the realm of brand marketing, cultivate strategic partnerships (across public, private, and non-profit sectors), and manage digital communications via social media, email, website, virtual events, and blogs. I also create custom graphics, develop implementation plans, leverage analytic data, and assist in assuring accessibility in line with modern DEI metrics.
- *8th Grade ELA Student Teacher - City College Academy of the Arts - Jan 2020 to June 2020*
I create and give custom lessons. I also assist in the creation of the middle school yearbook and teach Graphic Arts.
- *Fieldwork Observer - Salome Ureña Leadership Academy | St. Barnabas - Sep 2018 to May 2019*
Observed, created, and provided lessons while under direct observation of a head teacher.
- *General Associate - Bermuda Underwater Exploration Institute - Jan 2017 to Jun 2018*
Aiming to increase organizational value to consumers and resulting in increased foot traffic, public awareness, and revenue; I developed, implemented, and managed marketing strategy and brand identity. Designed and created graphics for multiple mediums. Taught school groups and gave educational tours. Gave public presentations.
- *Comm. Specialist / Retail Learning & Development Asst. (Temp) - Nine West Group - Mar 2014 to Dec 2014*
As the sole representative of the department I: Headed the production, coordination, and implementation of eLearning platforms as well as the 'Nine West University' training program, assisted with retail strategy development for new marketing and promotional programs, and partnered with all teams in order to effectively and efficiently provide communication in both Spanish and English to all retail stores in North America and European publications. Created custom content for Fashion Targets Breast Cancer (FTBC), St. Jude fundraisers resulting in over \$250k raised over four weeks in Q2 and an additional \$1M+ in Q4.
- *Communications Specialist (Temp) - Barnes and Noble - Nov 2015 to Jan 2016*
Created Store and Events BN inside page and corporate to store communications.
- *International Global Member - United Nations - Dec 2005 to Dec 2017*
Assisted in developing Millennium Development Goals and resolution documents for 'Women's Rights' and 'Water as a Human Right.' Delivered presentations and co-chaired/attended conferences on various local and global issues.
- *Founder - For All Methods of Entertainment - Jul 2014 to Dec 2016*
Built and developed brand identity. Managed company assets and finances. Developed policy and procedures. Contracted employees, talent, venues, and beneficiaries. Brought public awareness to issues in areas of need and provided artistic outlets for the youth. Implemented "Pay It Forward" campaign in which local charities in the community would receive donations from themed events where local talent would have an outlet to perform.

Academic Background

- **M.A. in English Education 7 - 12** (2020), The City University of New York – City College (NY, NY) 3.7 GPA
- **B.A. in English Literature** (2013), The City University of New York – Baruch (NY, NY)

Skills

- Languages: **English** - native level | **Spanish**: native level
- Proficient in: **Windows, Apple, and Android** Platforms | **Microsoft Office** (Word, Excel, PowerPoint, Access, Outlook, Keynote, Publisher) | **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, Bridge, Dreamweaver, Reader) | **Social Media Platforms** (Facebook, Twitter, Instagram, Pinterest, Snapchat, YouTube, WordPress, Band, Discord) | **Google** (Mail, Documents, Spreadsheets, Presentations, Classroom) | **Prezi** | **Mailchimp** | **Asana** | **Quizlet** | **Nifty** | **Airtable** | **Slack** | **Zoom** | **Buffer** | **Tableau**