

MELISSA BESEDA

@melissabeseda // melissabeseda.com

SKILLS

Beginner

InDesign
Javascript
SQL

Intermediate

Excel
Percolate
HTML, CSS
Photoshop

Expert

Social Media Analytics
Email Marketing: MailChimp
Industry Research
Content Creation

EXPERIENCE

Global Content Specialist *POSSIBLE* Seattle, WA

June 2015 – Present

- Provide research and relevant trend data for POV thought leadership content.
- Manage our access and relationship with third-party research subscriptions as a global resource to the agency for insights, market trends, stories and other relevant data points.
- Curate content from our target media publications and post in our internal social network, CoLab.
- Manage the briefings with industry analysts at Gartner and Forrester as needed for specialized research consistent with our strategic focus areas.
- Provide editing assistance as needed for articles, case studies and award submissions.
- Aid in the global distribution plan of POV across channels – web, print, social, and for both internal and external audiences.

Social Media Manager *Museum of History & Industry* Seattle, WA

October 2013 – May 2015

- Developed the overall strategy and day-to-day content for Facebook, Twitter, Instagram, LinkedIn, Google+ and Pinterest which has resulted in a 44% increase in overall followers in 2014.
- Took over the institution's Instagram account with 100 followers and grew followers to over 1500 in 18 months with a 439% growth rate in 2014 and a projected growth rate of 87% in 2015.
- Planned and created a social media campaign for the exhibition, *Chocolate*, which grew the social media audience by 15% over last year and the museum saw a 16% increase in attendance.
- Analyzed data using Excel and construct a ROI reporting system for the Executive Team which has resulted in funding for Facebook Ads in posting time and content optimization.
- Constructed paid social strategies for marketing events on Facebook which has produced a 20% increase in attendance over events without Facebook Ads.
- Conducted media influencer outreach on Twitter which increased attendance at press previews.

Outreach Coordinator *Henry Art Gallery* Seattle, WA

September 2011 – June 2013

- Assisted with the management, development, production, and evaluation of social and print media communications which resulted in a 10% increase in followers and 50% increase in engagement on Facebook during initial two months.
- Lead the External Relations Team's research and revisal of the institutional social media policy, strategy, and institutional voice.

Digital Projects Intern *Museum of New Zealand Te Papa Tongarewa* Wellington, New Zealand

June – August 2012

- Conceived, developed, and produced simple guides for Te Papa's public Wi-Fi splash page which engaged and encouraged visitors to view different aspects of the exhibitions.

EDUCATION

University of Washington, Seattle, WA
Master of Arts, Museology

University of Notre Dame, Notre Dame, IN
Bachelor of Arts, Honors Anthropology