

# Melissa Parker

Public Relations and Marketing Specialist

## CONTACT

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## EDUCATION

Bachelors in Public Relations  
Auburn University  
2013 - 2017

## SOCIAL MEDIA

- 🐦 @melcparker94
- 📷 @melcparker

## Skills

Social Media for Business



WordPress



Focus Groups



Adobe Photoshop



## WORK EXPERIENCE

### Social Media Manager

*Here Molly Girl / 2016 - current*

Here Molly Girl was started by my previous supervisor at createTWO. We now manage 16 clients together as a virtual company.

- Manage social media presence of all clients including
  - Photography
  - Post writing
  - Strategy development and implementation
- Website management
- Promotion development

### Marketing Consultant

*Metrics Fitness Lab / 2016 - current*

I started my work at Metrics on a volunteer basis and was quickly hired as the sole marketer. One year later I was given a team to manage that includes a photographer, graphic designer and assistant.

- Website development including
  - Site map determination
  - Copy writing
  - Management of photographer and designer
- Promotion implementation
- Social media manager

### PR/Marketing Intern

*createTWO / 2013 - 2016*

I was hired by createTWO as an intern my freshman year, and each semester my responsibilities and skillset grew.

- Website development and management including
  - Site map determination
  - Copy writing
  - Search engine optimization
  - Product uploads
- Promotion development
- Email marketing
- Media kit writing and pitch

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## REFERENCES

### EXPERTISE

Social Media Management  
Website Maintenance  
Promotion Implementation  
Event Organization  
Email Marketing  
Client Communication

### Relevant College Courses

Survey and Research Methods  
Strategic Communications  
Style and Design

### INTERESTS

Medicine  
Travel  
Animal welfare

### REFERENCES

Katy Doss / owner Here Molly Girl  
2575 Windy Hill Place, Auburn, AL / 334 - 524 - 5667  
[katy@heremollygirl.com](mailto:katy@heremollygirl.com)

Jessie King / owner createTWO  
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[Jessie@createtwo.com](mailto:Jessie@createtwo.com)

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