

MELISSA MICHAELIS

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EDUCATION

- **Penn State University**, University Park, PA
- **Bachelor of Arts in Communications, Graduated May 2014**
- Concentration: Broadcast Journalism, Minor: Sociology
- Overall GPA: 3.28; Major GPA: 3.86

PROFESSIONAL EXPERIENCE

SPORTS195

Operations Associate, New York, NY (May 2014-Present)

- Improved the operational systems, processes, and policies in support of organizations mission – Specifically curated, built, branded, and managed over 180 different sports websites.
- Implemented best social practices and marketing strategies for sports websites ranging from professional athletes to youth teams.
- Instructed over 500 employees in India to assist in content curation and website management.
- Created Facebook and Twitter Apps to measure insights and metrics to understand and analyze trends about webpage views and productivity.
- Used Adobe Photoshop on a regular basis to create logos and backgrounds for a variety of sport websites, also making images responsive for mobile functionality.

Penn State Athletics

Marketing Intern, Women's Basketball, University Park, PA (January 2014-April 2014)

- Coordinated game day events and helped execute in-game promotions for the fans.
- Organized and prepared promotional materials and giveaways.
- Brainstormed and implemented ways to increase fan attendance, excitement at games.

Discovery Communications

Internal Communications Intern, Silver Spring, MD (May 2013-August 2013)

- Worked with the Corporate Communications team, planning, promoting, and executing internal events within Discovery Communications.
- Used social media and internal network platforms to keep employees knowledgeable on upcoming programming and events for the company.
- Worked on major marketing and promotional events for programming such as Discovery Channel's "Shark Week," and TLC's "Here Comes Honey Boo Boo"

SOFTWARE & MULTIMEDIA SKILLS

- Certified in Microsoft Excel
- Proficient in Microsoft Word, PowerPoint, Adobe Photoshop, iMovie, Final Cut Pro X, Hindenburg, Audacity, and Adobe Premiere
- Registered Facebook and Twitter Developer, proficient in App building and integration
- Utilized social media marketing (Twitter, Facebook, Instagram etc.) and software skills in numerous in-class projects and while interning

VOLUNTEER WORK

Penn State Dance Marathon (THON)

Largest U.S. student-run philanthropy, raising \$13 million for pediatric cancer in 2014.

- **Rules and Regulations Committee Member**, University Park, PA (August 2011-May 2014)
 - Provided safety and security to the children, families, and volunteers of THON throughout the 46-hour dance marathon every year.

Kick for Nick

- **Project Coordinator, Public Relations Director**, Wilton, CT (September 2009-May 2010)
 - Spearheaded citywide fundraising effort to raise money and awareness for foundation honoring Nick Madaras, who died in Iraq in 2006.
 - Collected over 1,000 soccer balls and over \$3,500 for the children of Iraq.