

# CROSBY MELENDI

Digital Marketing & Branding Strategist

## CONTACT

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crosbygracetravels.com

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## SKILLS

Social media management

Brand strategy

Blog and copywriting

Research

Spanish

## REFERENCES

Lindsay Glosson  
Flagship Social  
(919) 500-2437

Tom & Karen Berry  
PrayerBowls  
(813) 251-3544

Hal Vincent  
Elon University  
(813) 323-7514

## EDUCATION

### ELON UNIVERSITY

May 2020 | Elon, NC

GPA: 3.8 / 4.0

Bachelor of Arts: Strategic Communications

Minors: Spanish and International Studies

**Study Abroad:** Communications Program in Seville, Spain: Fall, 2018

### HONORS

- **Magna Cum Laude** (May 2020): Graduated in the top 3-7% of the graduating class
- **Lambda Pi Eta** (Spring '18): National Communication Association's honor society that recognizes the achievements of outstanding communications students
- **President's List** (Spring '17): maintained A-minus or above for 12+ semester hours
- **Phi Eta Sigma** (Fall '17): national honor society for first-year students who maintained a 3.8 GPA or higher during their first year
- **Communications Fellow** (Fall '16): one of 30 students competitively selected for their ambition and talent in the communications field

## WORK EXPERIENCE

### FREELANCE DIGITAL MARKETING & BRANDING STRATEGIST

Self-employed | Aug. 2019 – present | Remote

- Develops, implements and manages strategic online marketing efforts for individual professionals, small businesses, and start-up agencies
- Abilities include: social media marketing, creation of brand guidelines, social media audits and strategy, content writing, and market research

### LIVE OAK COMMUNICATIONS – Student-Run PR Agency

Agency Director | Jan. – Dec. 2019 | Elon, NC

- Led and assisted in the professional development of 40+ student employees
- Oversaw media analytics, branding and account teams in strategic planning, research, social media, event promotion & media relations

Account Supervisor | Jan. 2018 – May 2018 | Elon, NC

- Led a team of three account executives and carried out two campaigns for Elon Inclusive Community, an initiative to promote a diverse campus

### KETCHUM

Public Sector & Government Fellow | June 2019 – Aug. 2019 | Washington, D.C.

- Completed weekly media monitoring reports and created and edited content for CMS and other major healthcare clients
- Conducted extensive research and participated in brainstorming sessions for new business proposals
- Researched and developed a campaign strategy to enhance Target's digital and online success

### THE AMERICAN RED CROSS

Communications Intern | June 2018 – August 2018 | Tampa, FL

- Wrote three news stories published on the Central Florida region's website
- Crafted social media posts for Facebook and Twitter pages

### TAMPA DOWNTOWN PARTNERSHIP

Marketing & Communications Intern | June 2018 – August 2018 | Tampa, FL

- Wrote press releases and social media posts via Constant Contact and Sprout Social
- Regularly updated the Tampa Downtown Partnership and Fourth Friday websites