



MELISSA PANIAGUA

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EXPERIENCE

Brit + Co | Weddings Contributing Writer | Virginia Beach, VA | 2016 - Present

- Pitch and write 2-3 lifestyle blog posts weekly, highlighting meaningful and modern aspects of weddings and editorial shoots as well as picking up timely wedding and newlywed stories from other outlets and giving them the Brit + Co voice and angle.
- Conduct and transcribe interviews with industry experts to incorporate in weekly stories.
- Work closely with editorial team to seamlessly integrate sponsors into our content across the site.

Ferguson Enterprises | Social Media Specialist | Newport News, VA | 2015 - Present

- Develop and optimize channel-specific strategies and content that are grounded in analytics, research, social listening in order to increase brand awareness and drive consumer behavior and the local and national levels.
- Create, employ and manage placement of paid social media marketing initiatives.
- Analyze, develop and present performance metrics on a monthly and per campaign basis.
- Collaborate with other team members and departments on identifying digital strategies and tools that can integrate social media.

Market America, Inc. | Social Media Community Manager - Bilingual | Greensboro, NC | 2013 - 2015

- Managed and produced weekly content for Motives Cosmetics, Lumière de Vie and Market America Mexico social media sites, including Facebook, Twitter, Google+, Pinterest and Instagram.
- Collaborated with other social media team members to develop strategy and campaigns to increase audience engagement as well as drive product sales.
- Planned, organized and maintained Motives Cosmetics Instagram partnership with beauty mavens, which brought a 77%+ increase in traffic to www.motivescosmetics.com during its first month of implementation.

Her Campus Online Magazine | Campus Correspondent of Her Campus UNC | Chapel Hill, NC | 2011 - 2013

- Corresponded with Her Campus headquarters to plan content, assign stories and edit writers' drafts.
- Tracked analytics of online content and public relations efforts to increase the number of readers for our campus branch, which was consistently ranked among the top five most viewed branches in the nation.

ELLE Magazine | Fashion Market Intern | New York City, NY | Summer 2012

- Corresponded with public relations firms to request and confirm fashion looks for upcoming magazine features.
- Researched retailer trends and runway shows to help develop content and maintain look boards for future fashion editorial spreads.

Southern Weddings Magazine | Editorial Intern | Chapel Hill, NC | Fall 2011

- Helped create beautiful, thoughtful editorial content to inspire readers on the Southern Weddings blog.
- Worked closely with Creative Director to create sponsor and partnership send-outs to cultivate relationships.

OTHER INVOLVEMENT

- **Carolina Association of Future Magazine Editors**
Vice President (2013)
Special Projects Coordinator (2011 - 2012)

EDUCATION

The University of North Carolina at Chapel Hill, Class of 2013

School of Media and Journalism

B.A. in Journalism and Mass Communications, Public Relations

University of Southern California, Class of 2015

Annenberg School for Communication and Journalism

M.A. of Communication Management

SKILLS

General

- Experience with AP Style
- Strategic Communication
- Copywriting and Editing
- Fluent in Spanish
- HTML, CSS

Program Experience

- Adobe CC including Photoshop, Illustrator, InDesign, Lightroom and Muse
- Social Media: Instagram, Twitter, LinkedIn, Houzz, Facebook, Snapchat, WordPress and Blogger
- StyleSight
- HootSuite, Olapic, Curalate, Google Analytics and SocialRadar