

Melissa Fossum

- EXPERIENCE** **Digital Performance Analyst, Choice Hotels International**
Mar. 2015 – Present, Phoenix, Arizona
Manages and boosts the digital presence of 400 U.S. hotels. Recommends content, SEO, reputation management, and social media best practices to increase revenue and hotel occupancy. Creates infographics and videos to educate franchisees. Copyedits team correspondence to ensure accuracy and efficiency.
- Content Editor, Choice Hotels International**
Sept. 2013 – Mar. 2015 Phoenix, Arizona
Responsible for editing photography for brand website. Used SEO principles to copyedit descriptive text and maximize bookings. Consistently delivered exemplary customer service to franchisees in a timely manner.
- Multimedia Journalist, Voice Media Group**
Jan. 2011 – Present, Phoenix, Arizona
Photographs events for Phoenix New Times and Voice Media Group affiliates. Regularly films and edits short videos for national distribution. Actively contributes blogs and feature stories to print and web sections.
- Freelance Photographer, Rolling Stone, Vice, Getty Images**
Mar. 2013 – Present, Phoenix, Arizona
Photographs concerts and nightlife events for various publications. Regularly contributes to Arizona Republic, the largest newspaper in Arizona.
- Videographer, Arizona State University**
Feb. 2008 – May 2010, Tempe, Arizona
Filmed and edited footage of pre-calculus classes and teaching think tanks for RIMSE initiative. These training materials helped fund the program's future research.
- EDUCATION** **Arizona State University**
2006 – 2010, Tempe, Arizona
Bachelor of Arts in Film and Media Production with a French minor. Graduated Cum Laude.
- SKILLS** Highly skilled in photography, videography, copyediting, blogging, and entertainment journalism. Works exceptionally well in a fast-paced, deadline-driven environment. Thrives under pressure and works well both as a self-starter and a team player.
- SOFTWARE** Photoshop Lightroom Final Cut Pro Bridge Wordpress
Moveable Type Picasa MS Office Mac OSX Windows
- HONORS** **Choice Hotels International**
Winter 2015, Phoenix, Arizona
Won DRIVE video contest for 30 second film.
Won innovation award for creating infographics.
- Voice Media Group**
Winter 2014, Phoenix, Arizona
Top 10 finalist, Best Music Photographer in Arizona.
- CONTACT** **Melissa Fossum**
+1 602 740 8890
mmfossum@gmail.com
www.melissafossum.com