

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 maximize revenue and hotel occupancy. Designs logos, onesheeters, and infographics to educate clientele. Link building efforts have netted over \$75,000 in revenue for 2017.

Content Editor, *Choice Hotels International*

Sept. 2013 – Mar. 2015 Phoenix, Arizona

Responsible for copyediting hotel descriptions for over 6,000 domestic and international properties. Used SEO principles to increase bookings. Consistently delivered exemplary customer service to franchisees.

Freelance 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. Creates blogs and feature stories for web and print.

Freelance Photographer, *Rolling Stone, Time, Vice, Getty Images, Steve LeVine Entertainment*

Mar. 2013 – Present, Phoenix, Arizona

Photographs concerts and nightlife events for various publications. Regularly contributes to Arizona Republic, the largest newspaper in Arizona. Frequently creates culture and nightlife short videos for Steve LeVine Entertainment.

Videographer, *Arizona State University*

Feb. 2008 – May 2010, Tempe, Arizona

Filmed and edited footage of pre-calculus classes and education 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 versed in digital marketing, social media, SEO, content, copywriting, photography, videography, copyediting, and blogging. Works exceptionally well in a fast-paced, deadline-driven environment. Thrives under pressure and works well as both a self-starter and a team player.

SOFTWARE

Google Adwords

Facebook

Facebook Ads Manager

Instagram

Twitter

Photoshop

Illustrator

Lightroom

Final Cut Pro

Squarespace

Wordpress

Moveable Type

Mac OSX

Windows

HONORS

Choice Hotels

Winter 2015, Phoenix, Arizona

Won DRIVE video contest for 30-second film.

Won two innovation awards for graphic design.

Voice Media Group

Winter 2014, Phoenix, Arizona

Top 10 finalist, Best Music

Photographer in Arizona.

CONTACT

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