



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 boost hotel occupancy. Designs logos, onesheeters, and infographics to educate clientele and other departments. 2017 backlinking efforts have netted almost \$1 million. Works closely with content and paid search teams for copywriting and SEM best practices.

Content Editor, Choice Hotels International

Sept. 2013 – Mar. 2015 Phoenix, Arizona

Responsible for content creation and photography management for over 6,000 domestic and international properties. 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, nightlife, and political events for various publications. Adheres to strict deadlines and submits photos as soon as possible. Maintains cordial and professional relationships with editors.

**WORKPLACE
ENGAGEMENT**

Serves as Phoenix Event Coordinator for Choice Hotels’ LGBTQIA organization, PRIDE. Maintains an open dialog between LGBTQIA associates and human resources. Worked with fellow PRIDE members to help Choice score a perfect 100 on HRC’s Corporate Equality Index for seven consecutive years. Also very active in the Women’s Business Alliance and the Young Professional’s Alliance.

EDUCATION

Arizona State University

2006 – 2010, Tempe, Arizona

Bachelor of Arts in Film and Media Production with a French minor and extensive journalism and marketing coursework. 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

CERTIFICATIONS

BrightEdge certified, regularly completes Lynda and Coursera coursework regarding Adobe Creative Suite, workflow enhancement, SEO, SEM, social media, content strategy, and more.

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

Melissa Fossum
+1 602 740 8890
mmfossum@gmail.com
www.melissafossum.com