

Melissa Walters

Social Media Specialist

melissasmision@gmail.com

Columbus, OH (willing to Relocate)

Connect Online: www.melissasmision.com/connect



Summary

Creative and technical marketing professional with an objective to help you position your brand and get your company more customers. I will help you increase lead generation, brand awareness and consumer-community involvement. Passion for social media, building community and analytics. Experience in ecommerce, field marketing, traditional and grassroots marketing.

Personal Traits: Hard working, business & tech savvy, detail oriented, self-directed and organized. Keep up-to-date with new technologies in web 2.0, social networking, search tools and the blog world. Eager and able to learn new skills quickly.

Specialties & Tools: See Complete List: www.melissasmision.com/tools

Experience

Skechers USA - Field Marketing Technical Rep, Fitness Group

Mar 2010-Apr 2011

Midwest, US

Industry: *Sporting Goods: Footwear: Toning, Wellness, Run Specialty*

-Ambassador for *Shape Ups*® brands with a focus on driving market share, increasing brand loyalty through wholesale account relationships, driving sales at door level, launching new products while creating brand awareness through community grassroots events, in store contests/events and employee training.

-Created personal Social Media presence using facebook, twitter, youtube and personal blog to carry out public contests, educate consumers and wholesale employees and position myself as a fitness, health educator & footwear expert.

Donna Krech & Co. - Marketing Director

Mar 2008-Mar 2010

Industries: *Professional Development, Weight Loss & Fitness, Business Franchising & Information Products*

-Created personal blog & social media presence for CEO & Motivational Speaker, [Donna Krech](#) from the ground up.

-Increased lead acquisition, organic search, avg. sale per customer and email open rates for thinandhealthy.com

-Created multi-channel marketing campaigns, email automation, html editing, video production, copy writing, new technology implementation and graphic design. Manage affiliate program, CMS, CRM, product positioning, web analytics and vendor relations.

Thin & Healthy's Total Solution - Marketing Director

Oct 2005-Mar 2008

Industry: *Weight Loss, Corporate Wellness, Fitness*

Lima, OH

-Manage lead generation of small marketing team (3 employees), setting up business-to-business partnerships and in house promotions.

- Deliver sales presentations to prospective members and wellness clients. Responsible for all lead generation, appointment booking (**80% book rate**) and closing sales (**75% closing rate**).

-Organized and lead my own ancillary fitness bootcamp as a joint venture with the company.

- Created Direct Mail, email blasts, newsletters and in store events to create community, increase retention and drive new business.

Education

Bowling Green State University

Bowling Green, OH

BS Health Science, 2005

Continuing Education:

Programs, Seminars and Mastermind Groups thru Bill Glazer & Dan Kennedy, Ali Brown, Yanik Silver, Bob Proctor, Loral Langemeier and John Maxwell.

Currently Enrolled: Inbound Online Marketing Training Program