**MELANIE STRANGE**

240 Straw Pond Way, St. Augustine, FL 32092 904.434.0850 strangefaith777@gmail.com

**PROFESSIONAL PROFILE**

Experienced **Marketing and Writing Professional** with unique experience in providing high-level customer service and business service support to small businesses and corporations. Demonstrated experience in writing promotional, business, public relation, and technical material. Successfully motivates, understands and relates to people of all occupations and organizational positions. Utilizes creative and analytical skills to understand project requirements and meet objectives.

**CORE COMPETENCIES**

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| --- | --- | --- |
| * Promotional Writing Skills | * Team Player | * Project Management |
| * Deadline Driven * Document Preparation * Statistical Analysis & Interpretation | * Consultative Approach * Marketing Research * Data Collection * Event Planning | * Effective Workflow * Website Creation & Maintenance * Detail Oriented |
| * Brand Ambassador * Public Relations Writing and Management | * Reporting/Tracking * Event Planning & Implementation | * Implementation of Marketing Plans * Interoffice Communications |
| * Technology Skills and Microsoft Office Proficiency | * Listening Skills * Positive, Can-do Attitude * Technical Writing Skills | * Copy Editing and Proofreading |

**Customer Service, Marketing and Communication Skills**

* Performs in-depth interviews and market research and creates strategic, industry-targeted promotional material to businesses and individuals.
* Provided consultative services and maintained ongoing professional working relationships with over 25 clients during a 15-year period.
* Developed Customer Service training program “AMICARES” for major mortgage operation, which resulted in 25% improvement in customer satisfaction.
* Wrote targeted promotional material and campaigns to increase clients’ brand awareness and to promote service and product awareness.
* Revised and wrote over 50 customer service letters for major Florida Bank, resulting in improved customer comprehension and reduction in call center telephone calls.

**Interviewing and Consultative Skills**

* Conducted comprehensive interviews with key personnel in a U.S. Top-Ten Mortgage Company for Career Path project, covering over 100 positions; services include: wrote and tested career path information database, wrote job descriptions, instruction guide, and training materials.
* Prepared confidential reports and entrusted with sensitive personnel and corporate information for major financial services company.
* Performed extensive interviews and targeted market research to provide website copywriting services, with emphasis on SEO, Meta Descriptions and Keyword Placement; resulted in significant traffic and sales growth for businesses.
* Wrote Marketing and Business plans, and Request for Proposals utilizing extensive research and analytical data to support revenue growth plans and proposals.

**MELANIE STRANGE RESUME – Page 2**

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**Employment EXPERIENCE**

*2011-20128*

Caretaker to Disabled Brother

CDC-Plus Chandler Support Services

St. Augustine, FL

*2000-2011*

Consultant & Freelance Writer

Multiple Clients

Jacksonville, FL

*1994-1996*

Copywriter and Client Liaison

IntraVue Advertising & Design

Jacksonville, FL

*1995-1996*

Executive Assistant -Training Department

Atlantic Mortgage & Investment Corp.

Jacksonville, FL

*1993-1995*

Manager of Promotions

William H. Coleman

Jacksonville, FL

**EDUCATION**

University of Houston Clear Lake Humanities Houston, Texas