

- ◆ E-mail: [Melissa@MelissaBarker.com](mailto:Melissa@MelissaBarker.com)
- ◆ LinkedIn: <http://www.linkedin.com/in/melissasbarker> (see for recommendations)
- ◆ Blog: <http://SocialMediaMarketingResources.info/>
- ◆ Twitter: [@Melissa Barker](https://twitter.com/Melissa_Barker)

### Professional Profile

- ◆ Professional writer and persuasive public speaker with effective communication skills.
- ◆ Motivated achiever with positive attitude and a strong work ethic.
- ◆ Works well independently and in teams and constantly strives for efficiency in collaborations.
- ◆ Solid project and time management skills.

### Education

- ◆ Gonzaga University, B.A. 2010, President's Honor Roll, GPA 3.88
- ◆ Major: Public Relations, Minor: Advertising/Marketing

### Professional Experience

#### **Social Media Marketing Strategist** ◆ November 2011 – Present

[Integra Telecom](#), Portland, OR

- ◆ Develop Social Media Marketing strategies for brand strengthening using social media platforms, such as LinkedIn, Twitter, Facebook, etc..
- ◆ Monitor the social web for feedback and adjust social media marketing plan according to maximize ROI, using Radian6.
- ◆ Train marketing and sales in using social media to build the brand and influence purchases.

#### **Director of Communications** ◆ July 2011 – November 2012

[Own Point of Sale](#), Ann Arbor, MI

- ◆ Responsible for the development and implementation of strategic communications initiatives.
- ◆ Oversee and execute public relations, advertising, and promotion efforts.
- ◆ Develop and manage social media marketing initiatives.
- ◆ Design and develop video to showcase the company's product.
- ◆ Create clear and concise sales manuals, as well as thorough corporate employee policies.

#### **Social Media Marketing Strategist** ◆ September 2010 – June 2011

[Siber Systems](#), Fairfax, VA

- ◆ Developed Social Media Marketing strategies to evangelize RoboForm and GoodSync through social media including [Facebook](#), [LinkedIn](#), [Twitter](#), etc.
- ◆ Monitored reviews and mentions of our software using Radian6 and Argyle throughout the web and serve as a company voice to promote and respond to active discussions.
- ◆ Created promotional articles and other materials.
- ◆ Managed the Reseller and Affiliate Programs for RoboForm and GoodSync.

#### **Social Media Marketing Instructor** ◆ June 2010 - Present

Spokane Falls Community College, Spokane, WA

- ◆ Developed the [Social Media Marketing Certificate](#).
- ◆ Teach the following courses in the Social Media Marketing Certificate: [MMGT 125 Social Media Marketing](#), [MMGT 126 Search Engine Marketing](#) and [MMGT 128 Social Media Marketing Campaign](#).

**Textbook Author** ♦ September 2009 – Present

Cengage Learning, Stamford, CT

- ♦ [Social Media Marketing: A Strategic Approach](#) (Publication date: March 2012).
- ♦ [Internet Research - Illustrated 6th Edition](#) (Publication date: November 2011).
- ♦ [Internet Research -- Illustrated 5th Edition](#) (Publication date: January 2010).

**Policy Debate Coach** ♦ September 2008 – June 2010

Gonzaga Preparatory School, Spokane, WA

- ♦ Taught debate strategies, promoted teamwork, inspired debaters, and resolved conflicts.
- ♦ Led the team to win the 2009 Conway Gonzaga High School Debate Tournament.

**Social Media Marketing Intern** ♦ July 2009 – November 2009

Virtual Private Library ([www.virtualprivatelibrary.com](http://www.virtualprivatelibrary.com)), Naples, FL .

- ♦ Produced a promotional video for [Virtual Private Library and Deep Web](#).
- ♦ Wrote a feature article promoting the company, [Top 10 Internet Search Tips](#).
- ♦ Created media releases (e.g., [August 2009 Zillman Column](#)).
- ♦ Assembled a [company backgrounder](#) and [promotional brochure](#).

**Volunteer Work** ♦ September 2008 - December 2009

Girl Scouts of Eastern Washington and Northern Idaho, Spokane, WA

- ♦ Produced a marketing campaign plan and PR media kit, and promotional materials.
- ♦ Coordinated various promotional and cookie sales events.

**Publications**

- ♦ Blog: [www.SocialMediaMarketingResources.info](http://www.SocialMediaMarketingResources.info)
- ♦ Article: [It Pays to Combine Social Media and Search Engine Marketing](#), GoArticles.com, June 2011
- ♦ Article: [Employ Technology and Land the Perfect Job](#), Changing Careers Magazine, Issue 15, Page 27, October 2010
- ♦ Article: [Facebook will not be the only game in town come 2011; be ready to take advantage of new social networks!](#), Crystal Ball - 2011 Predictions from Our Friends and Colleagues, December 15, 2010
- ♦ Article: [5 Steps to Winning Social Media Marketing Plan](#), EzineArticles.com, July 2010
- ♦ Article: [Social Entrepreneurs & Social Media Marketing Go Together, Like Peanut Butter & Jelly](#), EzineArticles.com, October 2009
- ♦ Article: [Top 10 Internet Search Tips](#), ArticleAlley.com, August 2009

**Activities**

- ♦ [Member of Spokane Regional MarCom Association](#)
- ♦ [Public Relations Society of America](#)
- ♦ [Member of Phi Theta Kappa](#) (Honor Society)