





MELISSA M ALLEN

STRATEGIC MARKETING PROFESSIONAL

Creative and detail-oriented marketing professional with significant experience supporting clients within both non-profit and for-profit sectors through strategic planning, marketing solutions, and skillful consulting.

CONTACT

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AREA OF EXPERTISE

- Account & Client Management
- Brand Awareness
- Budget Planning
- Copywriting & Editing
- Creative Direction
- Marketing Initiatives
- Project Management
- Strategic Planning
- Team Management & Mentoring

EDUCATION

B.A., Communications & Public Relations
University of North Florida
1992-1995

Munich Campus, Germany
University of Maryland
1991-1992

SOFT SKILLS

- | | |
|----------------------|-------------------|
| Adaptability | Mentoring |
| Attention to Detail | Presentation |
| Communication | Problem-Solving |
| Creativity | Remote Since 2015 |
| Interpersonal Skills | Teamwork |
| Leadership | Time Management |

PROFESSIONAL SUMMARY

Expert in seamlessly integrating creativity and analytics to craft compelling marketing and communication strategies, plans, content, and promotions. Thrives on diverse perspectives, consistently exploring alternative angles to uncover hidden opportunities. Energetic leader fostering strong interpersonal connections to inspire teams and clients, adeptly managing details and resources for maximum impact.

PROFESSIONAL EXPERIENCE

Strategic Lead, Senior Marketing Consultant

RWC Creative
2015-Present

Delivering strategic direction and consulting expertise to clients, overseeing multiple projects, and ensuring the timely delivery of creative work aligned with strategy and meeting established objectives and expectations.

- Collaborate with teams to devise and execute effective marketing strategies, innovative creative campaigns, and comprehensive internal/external communication initiatives, ensuring alignment with brand identity and overarching business goals.
- Provide comprehensive strategic marketing guidance and strategy during the new construction and/or renovation of community centers and fitness facilities, spanning from initial concept and branding to membership, opening, and operations.
- Created and enhanced initiatives to attract/retain members across diverse sites with effective traditional and digital marketing strategies and measurable results.
- Cultivate robust client relationships, offering leadership and guidance, while concurrently mentoring and coordinating multiple remote and on-site teams to ensure effective communication and timely project completion.

Creativity Maven | Strategic Thinker | Marketing Consultant

Melissa Allen LLC
2014-Present

Independent marketing consultant offering marketing strategy, guidance, and implementation services to businesses and non-profit organizations. Developing innovative marketing solutions tailored to individual needs and specialized niches.

- Offer counsel on marketing strategy, brand positioning, messaging, and identity, ensuring consistency across all marketing channels.
- Provide guidance on digital marketing initiatives, including website content, social media, and content marketing, to engage customers and members.
- Produce compelling content to help drive social interaction and website traffic, enhancing brand authority, and engaging target audiences.

Adventure Coordinator

The World
2013-2015

Embarked on a two-year adventure with husband and three children.

- Managed logistics and itinerary planning for a global journey to 10 countries, demonstrating organizational skills, adaptability, and cultural awareness.

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PAST CLIENTS

Alleon Group
American Airlines
BayCare
Bryan Glazer JCC
Canton Heights Dental
Children's Health
Community Calls
CU Anschutz Health and Wellness Center
Exos CRE / Multi-Rec
Exos Physical Therapy
IMAXShift
Learning with IVA
March of Dimes
Mercy Fitness Center
MetroWest JCC
Minnesota JCC (St. Paul JCC)
OAK Health Club
Palo Alto JCC
Prudential GLDI
Rise N Shine Farm
RWC Creative
Savoy Club / BXP
Shames JCC on the Hudson
The Morris Museum
Training for Warriors
WorkLifeWellbeing / Vornado

TECHINAL SKILLS

- Asana, Basecamp, Monday, Trello, Planner
- Canva, InDesign
- ChatGPT
- Constant Contact, Mail Chimp, Survey Monkey
- Facebook, Instagram, LinkedIn, Threads
- Microsoft 365 & Office Suite, Google Suite
- Clockify, Harvest, Toggl
- Club Automation, HubSpot, MindBody
- HootSuite, Meta Business, Social Pilot, Social Champ, Swydo
- WordPress + Elementor

Director, Marketing/PR

JCC MetroWest

2000-2013

Oversaw marketing and communications for North America's fourth-largest Jewish community center with a \$15 million operating budget.

- Developed and executed annual marketing plan aligning with organizational goals, while implementing and supervising the brand strategy, ensuring quality and consistency.
- Led strategic planning, project management, and supervision of both traditional and digital marketing efforts, increasing the marketing team, and optimizing workflow procedures.
- Developed and implemented marketing strategies to meet membership goals, preschool and summer camp enrollments, attendance at Cultural Arts events, as well as supporting development initiatives such as a \$15 million renovation and construction campaign.
- Worked closely with the Board and Committees, while also providing education to both leadership and staff.

Public Relations Coordinator

Prudential Group Life Disability Insurance

1999-2000

Collaborated with senior leadership on internal and external communications.

- Created content and assisted in organizing the quarterly newsletter and Town Halls, as well as quarterly tracking materials, and contributed to the intranet site.
- Formulated external marketing materials, such as press releases, letters, and articles for clients' newsletters and publicity requirements.

Coordinator of Public Relations & Development

The Morris Museum

1998-1999

Managed media relations and marketing activities for the museum's annual operating budget of \$2.3 million.

- Crafted news releases, pitched stories, and conducted research for media requests and inquiries related to all traveling and permanent exhibits, plus special events.
- Oversaw and expanded the constituent database, encompassing both current and past members, utilizing direct mail appeals, special events, and individual outreach.

Community Director

March of Dimes

1995-1998

Oversaw fundraising campaigns and supervised volunteer-led special events for the Florida and New Jersey Chapters.

- Florida: Elevated WalkAmerica revenue from \$63,000 to \$90,000, plus an additional \$21,000 through WalkMania, Blue Jeans for Babies, and Even It Up.
- Florida: Established the inaugural Communications Committee and first Strategic Communications Plan.
- New Jersey: Managed special events and educational programs, generating \$100,000 in Hunterdon County and \$45,000 in Warren County for WalkAmerica 1998.