



CONTACT

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🌐 Portfolio:
melissanebeker.pb.design

EDUCATION

BACHELOR OF ARTS: COMMUNICATIONS

Brigham Young University Idaho
Minors: Psychology, Sociology

SKILLS & PROGRAMS

HubSpot Email Marketing Certified

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Premiere Pro
Pardot
Salesforce
Wistia
Canva
Zoom

CORE COMPETENCIES

Product/SaaS Marketing
Social Media Strategies
Campaign Evaluation
Competitive Analysis
SEO
Video & Photo Editing
Event Planning
Email Marketing

MELISSA NEBEKER

Content Marketing Strategist

EXPERIENCE

CONTENT MARKETING STRATEGIST

BROWZ | October 2018 - March 2019

Develop and manage online marketing campaigns, effectively driving brand awareness, engagement and traffic to the website and social media pages

Oversee content creation from start to finish, including advertisements, whitepapers, eBooks, RFPs, promotional videos, webinars, infographics, brochures, email drip and curation campaigns, trade show collateral, signage, and other print materials

Collaborate with various company teams throughout the world to create stunning content specific to regional guidelines

Develop and promote the annual Client Summit, a three-day event with 150+ attendees. Create collateral, signage, programs, social media, and email campaigns

MARKETING ASSISTANT

BROWZ | January 2015 - October 2018

Achieved a strong, visible social media presence and developed concepts for both curated and created posts

Planned blog and social media posts with strong writing, planning, research, and editing skills

Created website pages, videos, case studies, advertisements, etc.

FREELANCE WRITER & CONTENT CREATOR

January 2016 - July 2018

Gathered information on project-specific guidelines, staying updated on grammar and project-related aspects

Wrote blog drafts, edited and proofread the drafts, checked for conceptual or grammatical errors, adhered to deadlines and demonstrated excellent writing skills

GRAPHIC DESIGNER

Artco: Carlson Craft | February 2012 - January 2015

Created visual concepts and developed overall layout and design for 150+ invitations
Collaborated with third-parties to create vivid, stunning invitations specific to the wedding planner and bride requests

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