

MELISSA LEVINE

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EDUCATION

Carnegie Mellon University | 2002

Bachelor of Science:

Electrical & Computer Engineering

Minor: History

General Assembly | 2015

Digital Marketing Course

topics include: Social Media, Brand Strategy, Google Analytics, Content Development and Strategy, Growth Hacking, and A/B Testing

SKILLS

Social media

(proficient with Facebook, Twitter, Instagram, Snapchat, and Tumblr)

Facebook Ads Manager and Insights
YouTube CMS

WordPress customization

HTML/CSS

Photoshop

FileMaker database management

Office/advanced Excel

Google Docs

Creating presentation decks and one-sheets

Managing partners and clients

Writing and editing

(various formats and styles)

ABOUT ME

I am both analytical and creative, with a strong technical foundation, and solid client relationship and communication skills. I have a passion for entertainment, and I enjoy multifaceted roles where I can help build brands and grow their digital presence.

RECENT WORK EXPERIENCE

AMC NETWORKS | new york, ny

marketing manager, digital/social and brand management

2016 - present

marketing project manager (freelance)

2015 - 2016

- Managed creation and promotion of *Fear the Walking Dead* iOS and Android app in 200 countries and 9 languages.
- Organized talent Facebook Live Q&A simulcast across 10+ key regions, and spearheaded all on-site logistics from London.
- Oversee content calendar and coordinate with domestic and international marketing teams to release 20-30 marketing assets globally per series.
- Supervise social and digital activity across 5 regions spanning 40+ Facebook, Twitter, and Instagram accounts, and evaluate analytics to increase growth.
- Manage initiatives in 5 global regions, reviewing plans and creative, and providing insights to refine digital brand strategy.

FREELANCE | new york, ny

2014 - 2016

digital marketer

- Ran digital marketing campaign for Travel Savvy Media, utilizing organic and paid media using a \$200 budget, and presented analysis to 30 marketing professionals.
- Designed and built custom websites for architects, artists, and musicians.

COLUMBIA RECORDS/SONY MUSIC | new york, ny

2012 - 2014

publicist | Spearheaded press strategy as primary contact for 20 artists, with budgets ranging from \$15-300k, contributing to sales of over 2.5 million tracks and 1.5 million albums; projects included: John Mayer, Hozier, Roger Waters, Laura Mvula.

- Grew artists' social media presence by coordinating content rollout, leveraging press partnerships, and liaising with social media platforms for digital events, including Tumblr and Twitter Q&As, HuffPost Live, and Google Hangouts.
- Wrote and edited copy for department communications and social media content, saving over \$70k per year by bringing projects in-house.

WARNER BROS. RECORDS | new york, ny

2009 - 2012

public relations assistant | Pitched tour coverage for 35+ artists, increasing ticket sales in 175 regional markets, and acted as the satellite office's press representative; projects included: Tegan and Sara, Theophilus London, Jack's Mannequin.

- Facilitated media coverage from pitch until completion for 15+ tours per year, and presented final report with metrics to management.
- Created and managed Twitter account, with 5% average weekly organic growth. Developed content for social media, including live tweeting from shows and events.
- Hired and supervised 2-3 interns per semester.