

MELINDA ZUPANIOTIS

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AREAS OF EXPERTISE:

- Exceptional Customer Service
- Digital Marketing Expert (Trainer Level)
- Marketing Content Creation & Curation
- Social Media Development & Management
- Business Strategy Development
- Client Success Coach
- Client Relations
- Public Speaking
- Funnel Creation

Extensive (*Pre-Covid*) Remote Experience with Fully-Equipped, Dedicated Home Office

Goal & solution driven, dynamic brand storyteller with comprehensive operational, creative, analytical, and interpersonal acumen. Fosters open communication in leading and collaborating with cross-functional teams to drive progress, while balancing a high volume of competing demands & deadlines. Expertise across multiple domains including customer service, operational & administrative management, all aspects of marketing, content writing & social media engagement, creating & conducting engaging training on a wide variety of subjects & concentrations, personnel management & mentorship, and building consensus through proactive stakeholder engagement.

SUMMARY OF QUALIFICATIONS & TECHNICAL SKILLSET:

- Exceptional Customer Service
- Advanced Traditional & Digital Marketing
- Content Writing, Editing & Proofreading
- Graphic Design & Website Management
- Branding & Promotions
- Stakeholder Engagement
- Operational Leadership
- Supervision & Personnel Management
- Project Management | Event Planning & Coordination
- Communication & Collaboration
- Systems Analysis & Improvement
- Business Development
- Team & Client Training

Advanced MS Office (Word, Excel, PowerPoint, Outlook) / GSuite / Digital Marketing & Sales Certification / SEO & SEM / Website Development Tools / Social Media Platforms / Community Management / Adobe Creative Cloud / Graphic Design / Basic HTML / Email Marketing & CRM Platforms / UX/UI/UAT / Press & Media / Legal Contracts / Database Management & Analysis / Typing Speed of 65+ WPM
Multi-Lingual: English (Native) / Spanish (Intermediate) / Greek (Conversational) / Learning ASL

RELEVANT PROFESSIONAL EXPERIENCE:

Digital Marketing & Social Media Consultant / Special Projects (Multiple Outlets) – Remote	2002 – 2020
YMCA USA (CT & FL), Department Coordinator / Trainer	2014 – 2018
Oil Star, Inc. and subsidiaries (Stamford, CT), General Manager	2008 – 2014
Bridgeport Theatre Company (Bridgeport, CT), Non-Profit Founder / President BOD	2010 – 2014
Delphi Strategic Staffing (New York, NY), Executive Recruiter	2006 – 2008
WorldNow (New York, NY), Executive Personal Assistant to CEO	2002 – 2005
HRH Princess Firyal of Jordan (New York, NY), Executive Assistant / Foundation Executor	2002 – 2002
The Food Group / WPP (NYC) Executive Account Director for Lipton	1998 - 2000
Multiple Advertising / Talent Agencies (NYC & CT), Advertising Account Manager / Agent	1995 – 2002

OVERVIEW:

- Skilled in the development & launch of innovative, algorithm-beating digital marketing campaigns utilizing advanced, high-level strategies & key words for SEO across multiple social media platforms / graphic & website design / A/B testing / website management / blogging & vlogging / newsletters.
- Expertise in the operational leadership of for-profit & non-profit entities including strategic business planning & development / account management / personnel management & coaching / project management / budget development & management / grant sourcing, writing & compliance / promotions & marketing / community outreach & management / project management / 503c compliance.
- Accomplished writer of copy, content, and features for digital & print publications with extensive experience in proofreading, editing, and research / new business proposals & pitches / technical & investigative / portfolio available.
- Adept in providing detail-driven C-Suite level administration including personal & professional advisory / correspondence / complicated scheduling / travel planning / event planning & management.
- Innate ability to collaborate & communicate with internal & external stakeholders on a Global scale / advanced interpersonal & public speaking ability / active listener / experienced brand representative / influencer & advocate / Exceptional Customer Service.
- Routinely develops, implements, and tracks internal SOP & KPI and initiatives designed to drive progress, increase productivity, and grow market share.
- Expertise in personal/professional coaching & training and program/course architecture & execution.
- Develop & build complicated sales funnels via digital marketing & email marketing campaigns to drive customer traffic, create warm/hot leads, and increase sales revenue.
- Graphics & Content Creation via Adobe Creative Cloud (esp Photoshop & Premiere), Movavi, Canva, etc.
- ESP / CRMs include HubSpot, Marketo, Pardot / Salesforce, MailChimp, Constant Contact, Realvolve, BombBomb, and more.
- Collaborative tools: Slack, Zoom, Trello / Atlassian /Jira, WhatsApp, Confluence, Skype, Monday.com, etc.

EDUCATION & CERTIFICATIONS:

University of Connecticut – Storrs, CT
Coach U
Walt Disney College Program

Bachelor of Fine Arts (Magna Cum Laude, Golden Key)
Certified Graduate, Coach Training Program (CTP)
Program Participant

Licenses: Florida Real Estate Salesperson with MRP, RENE, ABR, e-Pro Certifications
Florida Insurance Agent – 02-15 Designation

Google Certifications: AdWords, Analytics, Mobile Sites, Digital Sales, Display, Shopping, Advertising
Excel Pivot Table Special Certification

Blueprint Education: Facebook, Instagram

HubSpot Certifications: Inbound, Inbound Sales, Sales Software, Content Marketing, Email Marketing, Marketing Software*, Design* (**practicum pending*)

Twitter Certifications & Education: Flight School Certified Graduate + ALL Deep Dive Courses

Bing Certification: Bing Ads Accredited Professional

Hootsuite 2018 Certification Courses: Platform Education, Social Marketing Education

Other: Shopify Education, KLOUT Expert/Influencer, Excel Pivot Table Advanced Training

AIRS/ADP Certified Internet Research

HIPAA Compliance Training

Member of **Pi Beta Phi**

30+ Health & Wellness Certifications (Complete list upon request) / Personal & Professional Coach

FUN FACTS:

Former Jeopardy! Contestant | Volunteer & Philanthropist | Pop Culture Aficionado | Public Speaker & Theatrical Performer / Coach | Pet Adoption Advocate | Dual Citizen (US/EU) | Culinary Enthusiast | Holistic Health Practitioner | Positive Thinker | Lead Singer of a Rock Band

Writing Samples / Portfolio Available