
MELISSA BARBER

PROFESSIONAL SUMMARY

Experienced communications and marketing specialist with background in advertising, fundraising, consulting and writing. Proven ability to manage client relationships and large-scale initiatives. Team builder with extensive project management skills, creativity and ability to analyze trends.

EDUCATION

University of Northern Iowa :: B.A. 1998
Bachelor of Arts in Communications:
Public Relations
• French minor
• Summa Cum Laude

PROFESSIONAL EXPERIENCE

MELISSA BARBER
MARKETING LLC

Melissa Barber Marketing :: Waverly, IA
Owner and CEO

2007 - Present

- Provides strategic marketing and communications consulting for small to mid-size businesses throughout the Cedar Valley
- Develops overall marketing and advertising strategies, methods and budgets for clients; creates and places print and digital media ads; implements robust social media and electronic communication plans; researches market trends
- Guarantees industry exclusivity for clients in respective markets



University of Northern Iowa :: Cedar Falls, IA
Admissions Marketing Specialist, University Marketing & PR

2002 - 2007

- Led marketing and recruiting campaign development in coordination with Admissions office; collaborated in major enrollment efforts; served on President's Enrollment Management Council
- Assisted with leading university branding efforts; facilitated focus groups; wrote reports and recommendations; presented to President and Cabinet
- Served as main marketing liaison for campus departments, including Alumni Association, Foundation, University Events Coordination, Community Relations, Admissions and Financial Aid
- Coordinated client publications from creation to production; set photo shoots; managed job database; ensured adherence to best practice procedures



Vision Development and Vision Media Services :: Cedar Falls, IA
Marketing Manager and Fundraising Consultant **2000 - 2002**

- Provided marketing, public relations and fundraising consultation to local, regional and national clients, including project management, board training sessions, presentations, budget proposals, marketing themes, writing, editing and proofreading
- Specialized in non-profit and Christian organizations



The Mudd Group :: Cedar Falls, IA
Client Services Representative **1999 - 2000**

- Worked with account executives and media buyers to plan and implement advertising for automotive clients nationwide; created broadcast media scripts and newspaper ads; met tight deadlines and assured client satisfaction

EDITORIAL EXPERIENCE



Main Street Record :: Cedar Falls, IA
Editor **2003 - 2014**

- Coordinated editorial team for biannual newspaper production, including story assignments, design direction, writing, editing, printing and mailing list management



UNI Today :: Cedar Falls, IA
Editor & Creative Director **2010 - 2015**

- Managed production of alumni magazine from concept to completion, including story assignments, creative direction, interviews, writing, editing and print coordination
- Led collaborative efforts of a cross-campus team and integrated key university messages
- Created 3 to 4 issues per year, including a complete design revamp

PROFESSIONAL RECOGNITION

- Mac Addy Gold Award for Vision Media Services Brochure, 2003
- Mac Addy Gold Award for UNI Purple Pride Store, 2006
- CASE Gold Award for UNI Purple Pride Store, 2006
- Guest presenter, Way Up Conference for women in higher education, 2006
- CASE Gold Award for UNI Parent Communications Program, 2007
- Volunteer of the Year, Cedar Falls Community Main Street, 2007
- Waterloo Courier 20 Under 40 Award recipient, 2012