

MELANIE MARTIN LEFF



SKILLS

BRANDING



WORDPRESS



SEO



PHOTOSHOP



INDESIGN



ILLUSTRATOR



SOCIAL MEDIA STRATEGY



VIDEO EDITING



EVENT PLANNING



GOOGLE OFFICE SUITE



MICROSOFT OFFICE



EMAIL MARKETING



SALESFORCE



CONTACT

347.706.9433

MELANIE MARTIN-LEFF.COM

MELANIE MARTINLEFF@GMAIL.COM

EXPERIENCE

MARKETING DIRECTOR
CENTER CITY LISTINGS

Top Residential Real Estate Team.
Created brand identity and
digital footprint.

MARKETING COORDINATOR
HERMES LANDSCAPING

Top commercial landscaping
firm in the Midwest. Lead brand
refresh efforts.

MARKETING DIRECTOR
SCOTCH HOLLOW

Midwest based touring blues
and roots band. Created brand
identity and digital strategy.

DIGITAL MARKETING DIRECTOR
COUNTRY MOUSE

Small chain of retail stores
through Midwest. Created and
grew digital footprint.

ADVERTISING EXECUTIVE
NORTH JERSEY MEDIA GROUP

Regional news and lifestyle
publishing company. Managed
multiple accounts, providing
strategic guidance.

EDUCATION

BA ENGLISH
COLLEGE OF SANTA FE

Minor in Communications

INTERNET MARKETING
JOHNSON COUNTY

Certificate Program

MELANIE MARTIN LEFF

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MARKETING DIRECTOR | CENTER CITY LISTINGS

2018–2019

- | CREATED BRAND STRATEGY FOCUSED ON DEFINING BRAND VOICE AND COLOR WITH GUIDANCE FOR LOGO USAGE
- | BUILT MULTI PAGE WEBSITE FOCUSED ON LEAD GENERATION AND BRAND RECOGNITION USING WORDPRESS. AND PHOTOSHOP
- | DESIGNED BRAND MATERIALS SUCH AS BUSINESS CARDS, EMAIL SIGNATURES, FLIERS, SIGNAGE, LETTERHEAD, AND GIFTS
- | LAUNCHED BRAND EXTENSIONS IN NEW MARKETS INCLUDING BUCKS COUNTY AND COMMERCIAL REAL ESTATE
- | DEVELOPED DIGITAL STRATEGY THAT RESULTED IN THE FOLLOWING WHEN COMPARED TO NATIONAL SOCIAL MEDIA TRENDS
 - | 5X HIGHER FOLLOWER GROWTH
 - | 2.5X HIGHER ENGAGEMENT
 - | 6X HIGHER ORGANIC REACH
- | GAINED COVERAGE FOR AGENT LISTED PROPERTIES IN MULTIPLE PUBLICATIONS INCLUDING CURBED AND PHILADELPHIA MAGAZINE
- | CREATED ORIGINAL WRITTEN, PHOTO, AND VIDEO CONTENT FOR DIGITAL DISTRIBUTION USING INDESIGN, PHOTOSHOP AND PREMIERE
- | PROMOTED AND HOSTED EVENTS FOR CLIENT APPRECIATION, TEAM GROWTH, AND BRAND RECOGNITION
- | TRACKED AND REPORTED ON KPI AND SEO ANALYTICS COMPILED FROM GOOGLE ANALYTICS, AS WELL AS SOCIAL ANALYTIC TOOLS
- | DESIGNED CUSTOM EMAIL MARKETING TEMPLATES AND CAMPAIGN TARGETING STRATEGIES USING MAILCHIMP AND SALESFORCE

MARKETING COORDINATOR | HERMES LANDSCAPING

2016–2018

- | LED BRAND REJUVENATION WITH INTRODUCTION OF NEW LOGO AND STYLE GUIDE
- | IMPLEMENTED LIVE EVENT STRATEGY FOR LEAD GENERATION, PROMOTION, PACKAGE AND BOOTH DESIGN
- | SHOT AND EDITED MARKETING AND RECRUITING VIDEOS
- | DESIGNED PRINTED MATERIALS FOR INDUSTRY EVENTS, CLIENT FACING EVENTS, AND INTERNAL USE
- | DESIGNED PROMOTIONAL MATERIALS AND GUIDANCE FOR THEIR USAGE
- | PLANNED AND HOSTED FULL COMPANY EVENTS FOR UP TO 250 ATTENDEES
- | TRACKED AND REPORTED KPI AND SEO ANALYTICS COMPILED THROUGH GOOGLE AND FACEBOOK ANALYTICS

DIGITAL MARKETING DIRECTOR | COUNTRY MOUSE HALLMARK

2012–2016

- | BUILT DIGITAL PRESENCE ACROSS MULTIPLE SOCIAL MEDIA CHANNELS
- | CREATED DIGITAL CONTENT AND POSTING STRATEGIES THAT RESULTED IN A 61% INCREASE IN FOLLOWERS AND 10X GROWTH IN ORGANIC REACH
- | CREATED AND MANAGED TARGETED EMAIL MARKETING CAMPAIGNS

BA ENGLISH LITERATURE | COLLEGE OF SANTA FE

| MINOR IN COMMUNICATIONS

INTERNET MARKETING CERTIFICATION | JOHNSON COUNTY COMMUNITY COLLEGE

GOOGLE ANALYTICS CERTIFICATION | GOOGLE

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