

# MELINDA FOX

## CONTENT STRATEGIST & WRITER

Expertise in advertising and digital content. Created content strategies to exceed expectations of multi-billion dollar clients. Uniquely strong in catching audience attention in the oversaturated world of social media.

### PORTFOLIO

[melindafox.com](http://melindafox.com)

#### PHONE

208 - 206 - 8136

#### EMAIL

[melindajoyce1@gmail](mailto:melindajoyce1@gmail.com)

#### LINKEDIN

[linkedin.com/in/foxmelinda](https://www.linkedin.com/in/foxmelinda)

### EDUCATION

#### BRIGHAM YOUNG UNIVERSITY

BACHELOR OF ARTS  
MAJOR IN ENGLISH

### KEY SKILLS

Writing  
Social Media Content  
Search Engine Optimization  
Adobe Photoshop  
Adobe Illustrator  
Native Advertising  
Campaign Strategy  
Google Analytics  
Team Management  
Editing

### PROFESSIONAL EXPERIENCE

#### MARKETING COORDINATOR | NOMATIC | 2018-2019

Managed all written marketing content

- Brought in \$35,000 of incremental sales every month by writing clever abandon cart copy
- Increased CTR on display ads from 1.2% to 7.8%
- Improved quantity of blog keywords ranking by 1,585 percent in 6 months

#### CONTENT MANAGER | BONNEVILLE COMMUNICATIONS | 2018

Invented and managed production of content for Famifi.com.

- Developed email subscription opened by hundreds daily
- Increased click-throughs with pop-up and landing page copy
- Innovated a 30 article content series in one month

#### CONTENT MANAGER | DESERET DIGITAL MEDIA | 2016-18

Managed campaigns for clients such as NBC, the United Nations, Cinedigm, Fiber One and Lionsgate.

- Beat company records for page views, social engagements and click-through rates
- Increased website traffic by training team of 20 to write content
- Delivered 150 percent on promised KPI

#### EDITORIAL WRITER | DESERET DIGITAL MEDIA | 2015-16

Analyzed audience behavior to create content audiences crave.

- Garnered over 20 million page views in three months
- Earned company over \$12 M in revenue through original content
- Achieved record-high share rates by piloting a new tactic