

Melissa Jane Ung

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WORK EXPERIENCE

SENIOR DIGITAL AND SOCIAL MEDIA COORDINATOR - *THE ROW Reno*

August 2018 to present

- Deliberate planning and goal setting for individual social media platforms (Facebook, Twitter, and Instagram) based on month-on-month growth
- Designing and implementing social media strategy to align with business goals and to reach above industry social media engagement standards
- Overseeing social media accounts' design (E.g. Instagram feed aesthetic)
- Continuously improving strategy by capturing and analyzing the appropriate metrics and insights
- Collaborating with internal clients to manage reputation, identify key players, and coordinate actions

DIGITAL AND SOCIAL MEDIA COORDINATOR - *THE ROW Reno*

August 2017 to August 2018

- Focusing on social media for THE ROW Reno - Eldorado Resort Casino, Silver Legacy Resort & Casino and Circus Circus Reno
- Developing and managing weekly or monthly giveaways
- Monitoring online presence of properties to engage with customers and strengthen relationships
- Managing an optimal posting schedule using CoSchedule, Tracx, and Planoly
- Assisting in the launch of The Row Reno through social media channels

FREELANCE

August 2017 to August 2017

- The Abbi Agency - August 2017*
- Social media content plans and postings for Hot August Nights 2017
- Developed an optimal posting schedule using Sprout Social and Schedugr.am
- Utilized Facebook Live and Instagram Live throughout different days/events

INTERN - *Leanna Ranieri, LR Events & Styling Blog*

September 2016 to November 2016

- Now known as Change With Us Blog
- Learned about freelance event planning, fashion, DIY, and blogging
- Created and posted social media content – mainly Twitter
- Analyzed tweets and Facebook posts created to see what content was getting most engagement from audience

INTERN - *Biggest Little Group/BLG Agency*

May 2016 to September 2016

- Created and posted original social media content for various accounts
- Used Twitter, Instagram, and Facebook, as well as Facebook Live at events
- Research development, fact checking, media monitoring, calendar submissions, content writing, assistance with special events, balancing multiple projects

WRITER & CONTRIBUTING EDITOR - *The Odyssey*

July 2015 to December 2015

- Online internship through the University of Nevada, Reno website division
- Created writing samples to be published online for the college audience
- Produced 15 articles targeted towards college students

Education

University of Nevada, Reno
Reynolds School of Journalism

Bachelors of Arts in Journalism
Minor in Psychology

Certifications

Certificate in Principles of Public Relations

Skills

Social Media Management
Event Coverage
Communication Skills
Research Development
Microsoft Office
Adobe Creative Cloud
Event Planning
Photography
Wordpress
Customer Service

References

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Ashley Brune
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Social Media

Facebook | Instagram | Twitter
@melissajaneung

LinkedIn
www.linkedin.com/in/melissajaneung