

# 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

Melita Romero  
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Ashley Brune  
e: ashley@theabbiagency.com  
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## Social Media

Facebook | Instagram | Twitter  
@melissajaneung

LinkedIn  
www.linkedin.com/in/melissajaneung

## ADDITIONAL EXPERIENCE

### **Nevada Young Alumni Chapter**

May 2017 to present

#### ***-Vice President of Marketing - December 2018 to present***

- Volunteer Position
- Creating social media content calendars to highlight different aspects of the chapter
- Providing all public relations for the chapter - for both events and general notices
- Monitoring online presence to engage with alumni
- Overseeing social media accounts' design
- Keeping the website updated
- Photography provided at events

### **Public Relations Student Society of America**

September 2016 to May 2017

#### ***-Regional Conference Coordinator - September 2016 to April 2017***

- Volunteer Position
- Facilitated the bidding process for regional conference for the University of Nevada, Reno chapter
  - Created conference theme and content and potential speaker list
- Worked with a team to host a regional conference in Spring 2017
- Delegation of tasks based on hard deadlines
- Constant communication with those outside of the committee- sponsors, donors, speakers, event venue, etc. – to ensure a successful conference
- Essentially 86 registrants, but only 69 attendees due to weather

### **Nevada Advertising Club**

August 2016 to May 2017

#### ***-Public Relations Chair - December 2016 to May 2017***

- Volunteer Position
- Created social media content plans geared towards bringing more awareness for the club
- Provided all public relations for the club - for both events and general notices

## ORGANIZATIONS & ACTIVITIES

### **Delta Gamma Fraternity**

September 2013 to present

### **Nevada Alumni Association**

May 2017 to present

### **Nevada Greek Alumni Chapter**

May 2017 to present

### **Public Relations Society of America**

May 2017 to present

### **Northern Nevada Alumnae Panhellenic**

August 2017 to present