

Melissa Jane Ung

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WORK EXPERIENCE

EVENT COORDINATOR - *The Great Reno Balloon Race*

March 2019 to present

- All aspects of event planning and management for The Great Reno Balloon Race
- Supporting the Executive Director of the organization by carrying out administrative tasks
- Collaborating with partners, vendors and balloon pilots to meet event expectations
- Coordinating all logistical aspects of event, meetings, etc.
- Collecting accounts payable and ensured key accounts needs are managed in timely manner
- Developing and implementing social media strategy - to include, but not limited to, publishing of high-quality content, creating social media accounts' design and performing month-to-month analytics

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

August 2018 to February 2019

- Deliberate planning and goal setting for individual social media platforms (Facebook, Twitter, and Instagram) based on month-on-month growth
- Designed and implemented social media strategy to align with business goals and to reach above industry social media engagement standards
- Oversaw social media accounts' design (E.g. Instagram feed aesthetic)
- Continuously improved strategy by capturing and analyzing the appropriate metrics and insights
- Collaborated 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

- Focused on social media for THE ROW Reno - Eldorado Resort Casino, Silver Legacy Resort & Casino and Circus Circus Reno
- Developed and managing weekly or monthly giveaways
- Monitored online presence of properties to engage with customers and strengthen relationships
- Assisted 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
 - Utilized Facebook Live and Instagram Live throughout different days/events

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

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
e: mel.eclavea@gmail.com
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Ashley Brune
e: ashley@theabbiagency.com
c: (775) 291-2307

Pete Copeland
e: cope@renoballoon.com
c: (775) 742-9385

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