

Melinda Feucht

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EDUCATION: Bachelor of Arts: Journalism GPA 3.8/4.0 Minors: *Global Studies and Russian*
University of Minnesota -Minneapolis, September 2005 - May 2009

MARKETING EXPERIENCE

Communication Resources Northwest (November 2009-January 2009)

Technical Writer

Wrote technical content for architecture firms, construction companies, and the State of Washington. Developed a technical research study for the State of Washington's Business Continuity Initiative. Assisted in the development of strategic plans for clients. Synthesized interview notes into cohesive paragraphs. Organized content and developed the initial design for Seattle City Light's Asset Management Web site.

Minnesota Monthly magazine (January 2009- May 2009)

Editorial Assistant

Honed editing skills by correcting grammatical errors and fact checking articles. Gathered sources, interviews, and research for stories on the editorial calendar. Developed an eye for linguistic style by applying the Chicago Manual of Style to copyedit proofs through Microsoft Word before being set in Adobe InDesign. Organized a database for reader surveys and the 'Top Doctors' issue with Microsoft Excel. Maintained results of this 'Top Doctor' votes to generate information for the story's editorial content. Conducted background research for proposed story ideas. Developed story ideas for the magazine, lead interviews, and wrote short pieces.

Toast Productions (September 2008 - June 2009)

New Media Developer

Gained expertise in social networking by designing a blog and its content for the company Web site, while maintaining their Facebook Fan Page. Wrote the company blog training manual. Created copywriting material for our company and our clients by conducting interviews and meeting business owners. Posted written promotional material online, along with photos. Wrote press releases and served as an assistant event planner for a year-end event. Used Facebook to connect with potential customers by sending messages, updating pictures, and posting new writing material. Maintained the company Flickr web site by uploading photos and sharing within Flickr community.

Featherstone Fruits and Vegetables, LLC (May 2008 - December 2008)

Online Marketing Developer

Used Adobe Creative Suite to independently create weekly 10-page newsletter for the business's customers. Reworked existing template by creating graphics, writing copy, and Photoshopping images for the new template. Took photographs for marketing material. Developed blog for customers to follow updates. Applied for grants to the USDA. Planned events for the farm community. Designed layout for special event marketing material. Worked with business employees who contributed content and edited their material.

Edible Twin Cities, Minnesota Daily, The Mix Magazine, DIG Minnesota (January 2007 - Present)
Freelance Writer

Developed ability to self-start projects by creating story ideas, generating questions, conducting interviews, and piecing information together for the end product. Refined written grammar and writing style through editing process. Learned to work with difficult sources and to maintain calm under strict deadlines.

Self-Employed (January 2007 - Present)

Freelance Designer

Developed Web sites, business cards, invitations, portfolios, resumes, and logos through Adobe Dreamweaver, InDesign, Photoshop and Illustrator. Continue to maintain contact with Minneapolis clients by sending CS4 files and PDFs. Am currently seeing through the execution of both electronic and printed projects.

ACHIEVEMENTS

#2 – Writer’s Digest 2009 Best Writer’s Web Site

University of Minnesota’s Dean’s List - Fall 2005 through Spring 2009

President’s Distinguished Scholarship - University of Minnesota, Swanson Memorial
Scholarship - Arnold Swanson

Valedictorian/ Senior Class President – Hills-Beaver Creek High School

MULTIMEDIA SKILLS

- Photoshop - image editing, changing file type, organizing, blog banner design
- InDesign & Illustrator- creating newsletter templates, business cards, invitations, logos, advertisements, flyers
- Dreamweaver - web design, HTML code
- Microsoft Office - word processing (Word), database creation (Excel), presentations (PowerPoint)
- Facebook, Twitter, Blogger, Constant Contact, Flickr, Yelp, YouTube, iMovie - online marketing and copywriting

**references and clips available upon request*