

# MELANIE SPILANE

Minneapolis, MN | 612-227-4904 | melaniespilane@gmail.com | melaniespilane.com

## MARKETING COORDINATOR

Holding a degree in Strategic Communications with a focus in Public Relations, I am committed to advancing mental health awareness, social justice, and women's rights. My professional interests center on written and digital communications, publishing and corporate social responsibility, where I aim to develop impactful narratives that inspire positive action and foster stronger communities.

## EDUCATION & CERTIFICATIONS

### **B.A. in Strategic Communications: Advertising and PR | University of Minnesota Twin Cities**

Graduation: December 2023

### **Google Analytics for Beginners**

Dec 2023- Dec 2026

### **CPR and AED Certification | Minnesota Medical Training Services**

Oct 2024- Oct 2026

## CORE COMPETENCIES

Digital Marketing | Strategic Communications | Public Relations | Digital Communications | WordPress | Elementor | Event Planning | Event Promotion | Brand Development | Corporate Social Responsibility | Content Development | UX/UI Design | Microsoft Systems | Adobe Acrobat | Canva | Asana | Basecamp

## PROFESSIONAL EXPERIENCE

### **Marketing Coordinator | Mid-America Festivals | Shakopee, MN**

**Nov 2024 - Present**

Contribute to the strategic planning and execution of large-scale festival operations, delivering on-site logistics coordination and guest support. Develop and manage marketing and communications materials, including sponsorship materials, press releases and radio spots. Collaborate with partners and sponsors to strengthen brand visibility and audience engagement.

- Manage and maintain 11 Mid-America Festivals websites using WordPress and Elementor, delivering timely content updates, user-friendly design and optimized SEO performance.
- Facilitated a 50% increase in hospitality sponsorships between the 2024 and 2025 festival seasons through targeted outreach and relationship management.
- Generated a 30% increase in trade value through incentive-based trade partnerships between the 2024 and 2025 seasons.
- Conduct in-depth interviews to evaluate candidates' qualifications for the Marketing and Events Internship program.
- Coordinated with the Jordan Area Food Shelf to host a Food Drive during the 2025 Festival Season, bringing in more than 5,000 donations for local families and people in need.

### **Marketing & Events Intern | Mid-America Festivals | Shakopee, MN**

**July 2024 - Nov 2024**

Collaborated with team to develop and implement marketing and event strategies for themed weekends and new festival events. Utilized workplace systems such as Asana and Basecamp to support project coordination and overall operational efficiency.

- Led coordination and execution of 2 themed weekends, including planning and organizing special events and visiting vendors to elevate patron experiences.
- Crafted press releases, website content, and social media copy to drive event promotion and elevate brand presence.
- Conducted outreach for sponsorships and partnerships with outside organizations.

## EARLIER EXPERIENCE

Pre-K Teacher | New Horizon Academy | July 2023 - June 2024

Lead Teacher | KinderCare Learning Centers | Oct 2021 - July 2023