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| MELISSA SHUTTER  607-742-3029 ⦁ melissa\_shutter@outlook.com  Fargo, ND ⦁ [mjshutter.weebly.com](https://mjshutter.weebly.com/) ⦁ [talesofabutchersdaughter.blogspot.com](file:///D:\Resume%20and%20Job%20Applications\2018\July%20docs\talesofabutchersdaughter.blogspot.com\) | MS |

# Why me?

I am an enterprising, self-motivated storyteller known for producing authentic employee- and customer-facing content on a variety of media platforms. I am skilled at leading teams of creatives, collaborating cross-functionally and managing strategic brand-marketing projects and campaigns. Joy is my middle name, and rightfully so, as I bring zest, spirit and positivity to the workplace.

# Skills & Attributes

Integrated marketing communications **|** Creative team leadership **|** Corporate communications

Project management **|** Content development and strategy **|** Goal setting and planning **|** Public relations **|** Marketing

Writing **|** Product positioning and branding **|** Organization **|** Growing and maintaining positive relationships **|** Copyediting

# Work History

## Senior Communications Specialist 2018-Present

## Sanford Health – Sioux Falls, SD

* Lead the planning, organization and coordination of internal communication for the IT department
* Deliver messages with appropriate voice and creative presentation, including imagery, videos, graphics and more
* Develop, implement and manage communication plans and strategies in support of IT department goals and initiatives
* Align all communication strategies and objectives with those of the Sanford Health parent brand
* Create, schedule and distribute internal communications through most fitting channel(s), including: email, print and digital
* Develop and execute strategies for bettering communications and data-tracking capabilities
* Support media relations team in afterhours on-call rotation

## Communications Specialist 2016-2018

**Cabela’s** – Sidney, NE

* Created and distributed corporate communications via emails, newsletters, digital screens, text messaging and videos
* Responded as necessary to concerns, complaints, crises, legal and other incidents that might negatively impact the brand
* Led focus groups and audit exercises to improve engagement with content delivered via internal channels
* Supported Cabela’s media relations team on media trips to develop top-of-mind awareness with industry professionals
* Maintained numerous content calendars and content delivered via the SharePoint intranet homepage

## Senior Copywriter 2015-2016

**Cabela’s** – Sidney, NE

* Awarded Cabela’s Brand Marketing “Improving the Brand” award for 2015 Hunter’s Harvest content marketing publication
* Led creative teams and collaborated with various merchant groups to generate impactful brand-marketing materials
* Wrote, edited and approved written content used across print, digital and mobile channels
* Interviewed and ghostwrote for Pro-Staff members, outdoor ambassadors, and Cabela’s executive teams
* Trained writers to ensure adherence to Cabela’s copywriting standards

## Copywriter II 2013-2015

**Cabela’s** – Sidney, NE

* Chief editor/content manager of the first Hunter’s Harvest publication that received national recognition via Field & Stream
* Collaborated with social, web-design, creative, brand and merchant teams to ensure content meets company needs
* Wrote authentic, brand-supporting content for .com, catalog, flyers, emails, SEO, text messaging and buyer’s guides
* Copyediting and proofreading

**Manager 2011-2013**

**Head Over Heels Gymnastics** – Ithaca, NY

* Drafted and edited all written documentation including advertisements, gym policies, website copy and team handbooks
* Managed daily operations including customer service, staff scheduling, policy changes and organizing special events
* Scheduled and led all hiring interviews, trainings and weekly meetings for a staff of 15 or more employees
* Led gym staff when hosting events such as New York State competitions, coaching clinics, open houses and day programs

# Education

**Master of Arts:** Journalism & Mass Communications, Integrated Media Communications/Marketing

**University of Nebraska-Lincoln** – Lincoln, NE

*College of Journalism and Mass Communications Hitchcock Fellowship, Spring 2017*

## Bachelor of Arts: Writing, Anthropology

**Ithaca College** – Ithaca, NY

*Magna cum Laude*

## Associate of Science: Business Administration

**Tompkins Cortland Community College** – Dryden, NY

**Associate of Arts:** Liberal Arts and Sciences

**Tompkins Cortland Community College** – Dryden, NY

# Major Brand-Marketing/Content-Marketing Projects

**Sanford TechPoint launch campaign:** [2018](https://players.brightcove.net/pages/v1/index.html?accountId=1483464675001&playerId=SyTZcdZrl&videoId=5776352634001&autoplay=true)

**Sanford Health IT culture statement campaign:** [2018](https://players.brightcove.net/pages/v1/index.html?accountId=1483464675001&playerId=SyTZcdZrl&videoId=5776352634001&autoplay=true)

**Cabela’s Hunter’s Harvest:** Fall 2013, 2014, 2015, 2016

**Cabela’s XPG Adventure Guide:** Spring 2014

**Cabela’s Gunsports:** Fall 2014, Spring 2016

**Cabela’s Sporting Dog Catalog:** Fall 2014

**Cabela’s Backyard Cooking:** Spring 2015

# Extracurriculars

**Graduate Assistant Summer 2017**

**University of Nebraska-Lincoln, College of Journalism & Mass Communications –** Lincoln, NE

* Collaborate with professor on instructional responsibilities for undergraduate course
* Assist with the development of new course material and grading/providing feedback for students’ work

**Tumbling/Conditioning Coach 2013-Present**

**Sidney High School Varsity Cheerleading Team –** Sidney, NE

* Create strength conditioning, flexibility and skill progression regimens for beginner to intermediate tumbling skills
* Instruct 12-15 athletes of varying abilities on aerial awareness and physical safety measures
* Judge varsity cheerleading and dance team trials at the start of each season

**Recreational Gymnastics Instructor 2014-2017**

**Dance Steps Studio –** Sidney, NE

* Teach basic to advanced gymnastics skills to athletes ranging from on to nine years old
* Prepare class lesson plans for children ranging in age from one- to nine-years old on a weekly basis