

Melissa Mason

mxmeli@yahoo.com | melissiamason.com

PROFESSIONAL PROFILE

With over 20 years of background in communication, I have experience in managing the full gamut of communications activities in organizations and as a freelancer. It has been a pleasure to work closely alongside many different personalities and professionals. Adapting style and tone based on the audience has been key to my understanding of excellent communication. I have excelled at listening carefully to those with whom I work. Together, we evaluate and leverage various strategies to effectively engage our target audiences. Problem-solving and strategic planning have been hallmarks of my work to further each organization's mission and goals. My current objective is to pursue new opportunities to help vibrant, positive organizations communicate more effectively, specifically focusing on content and design.

EXPERIENCE

Assistant Director of Communications

Emma Willard School | Troy, New York

August 2019 – Present

Write and copyedit content, press releases, blog posts, magazine articles, and executive communication; layout and design academic, advancement, and admissions publications using Adobe Creative Suite; manage and distribute weekly communiques; manage outsourced printing projects; maintain website and portal content using the Blackbaud content management system; manage bi-annual print magazine in cooperation with internal and external designers, writers, and contributors; design and manage landing pages and marketing tools through HubSpot; manage workflow of communications tasks for a 4-person team using Asana; serve as interim head of strategic communications; serve on task forces as assigned (strategic planning, COVID response, DEI); work collaboratively with content strategist for social media and digital strategist for analytics and marketing; assist with event photography.

Director of Communications

First United Methodist Church | Grapevine, Texas

April 2005 – August 2018

Managed all communications at an active, outreach-focused, community-oriented church in Grapevine, Texas (2,500+ members). Responsibility for all communication vehicles in the organization: internal communications, advertising, marketing, website, print and electronic publications, press releases, and social media. Graphic design, publication layout and design, web design and management, content creation, editing, project management, creation of promotional campaigns (fundraising, stewardship), consultation with executive leadership, strategic planning, crisis communication preparation, and managing a strict budget. A variety of additional responsibilities according to need: management of video production, advising and assisting with office systems solutions and conversions, and overseeing staff.

Freelance Web Design, Publication Design, Writing

Various times from Fall 1997 to present

Consult with businesses and non-profit/membership organizations regarding their online presence; create and maintain web sites; write and edit copy; train computer skills, from basic to advanced software usage; design newsletters, brochures, and other promotional collateral.

Freelance Genealogist

October 2012 – Present

Consult with families to complete research into their family history. Maintain database of lineage, design family trees for display, complete primary-source research into various aspects of family history, including (but not limited to) deeds, newspaper archives, and census, birth/marriage/death, wills/probates, military, and immigration records. Research historical context in order to provide insights into the family's history.

Real Estate Assistant

Sherry Gosdin, CRS, ABR, GRI, Coldwell Banker Rick Canup REALTORS® | Lubbock, Texas

August 2002 – December 2004

Web site design and maintenance for multiple sites; Assist with listing services, including contracts, photography, closing activities, market analyses, marketing properties; Maintain client extranets and property database.

Communications Intern (graduate)

Northwest Texas Conference of the United Methodist Church

Aldersgate United Methodist Church

Lubbock, Texas

August 2004 – November 2004

Graphic design; web design and maintenance; writing website copy; conducting communication campaigns; developing seminars and training sessions for e-ministry and digital communication; assist with primary communication activities.

Office Manager

LakeRidge United Methodist Church

Lubbock, Texas

August 1996 – August 2002

Publicity activities (newsletter, advertising, press releases, copywriting, video production); website design and maintenance; network and PC troubleshooting; budgeting for office and technology needs; Technology Planning Committee staff representative; bulletin production; supervising office staff; membership database maintenance; member services; record maintenance; compiling monthly and yearly membership reports; bank reconciliation.

Marketing Intern (undergraduate)

Abilene Regional MHMR Center (Betty Hardwick Center)

Abilene, Texas

November 1994 - May 1996

Layout and copywriting for quarterly reports; Compile directory of services; Design promotional material for service areas.

EDUCATION

Regent University

Virginia Beach, Virginia

Master of Arts, Communication Studies, December 2004

Major Course of Study: Computer-Mediated Communication

Outstanding Student in Communication Studies

McMurry University

Abilene, Texas

Bachelor of Arts, Communication, May 1996

Major: Communication

Minor: Public Relations

Summa Cum Laude

SKILLS

- Managing large amounts of information targeted for a variety of stakeholders
- Advanced writing and editing skills using a variety of style guides (CMS, AP, etc.)
- Internet communications, social media, web design, and content management
- Microsoft Office (Word, Publisher, Power Point, Excel, Outlook)
- Google Suite (Docs, Sheets, Forms, Slides)
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Adaptability to changing job requirements, needs, and management styles
- Affinity for learning new systems, software, and apps quickly and easily
- Knowledge of various presentation interfaces (Power Point, Media Shout, ProPresenter)
- Familiarity with CSS and HTML

WORK SAMPLES

Visit my online portfolio at www.melissiamason.com/portfolio for samples of my work.

VOLUNTEERISM and MEMBERSHIPS

- Public Relations Society of America | Capital Region Chapter – Member
- Capital Region, Texas and North Carolina Genealogical Societies – Member, Look-Up Volunteer
- Troy Irish Genealogy Society – Member, Website Volunteer
- Watervliet Historical Society and Museum – Website Volunteer 2018-2019
- Friends of Latvia – Member, National Secretary 2014-2017, 2021-present
- FamilySearch – Record Indexing Volunteer
- Find-a-Grave – Photography Volunteer
- Grapevine Historical Society – Website Consultation and Training