

Michelle P. Mellon

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Summary & Objective

Multi-talented communications professional with more than 20 years of writing experience. Print credits include articles, encyclopedia entries, short stories, and poetry. Marketing experience includes print and online.

I am an accomplished storyteller seeking a position that keeps me creatively challenged.

Education

M.A., Liberal Studies May 2002 Georgetown University, Washington, D.C.

B.A., English May 1993 College of William & Mary, Williamsburg, VA

Experience

Senior Copywriter

LeapFrog Enterprises, Inc., Emeryville, CA

Jan 2008 – present

- Research licensed properties, competitor communications, and brand and marketing trends to produce strategic and creative copy for:
 - **Print:** packaging, parent guides, ads, circulars, catalogs, fact sheets, press releases
 - **Retail:** signage, product demo stations, industry event space
 - **Web & Social Media:** retail & product info sites, merchandise & CRM emails, ads, Facebook posts and campaigns, Twitter parties
 - **Media:** training videos, trailers, product demo videos, radio ads
- Lead collaborative communication efforts with Art Directors, Brand Managers, Marcomm Managers, Content Producers, Consumer Insights team, Licensing team, eMarketing team, and Merchandising team to produce and present copy that meets cross-functional goals while maintaining brand voice.
- Maintain corporate editorial style guide, product style guides, and multilingual copy templates. Help develop and enforce brand standards.

Freelance Writer/Editor

ongoing since 2002

Worked primarily on fiction from Jan 2002 – Apr 2005; subsequent work has been project-based

- Provide writing and editing support to individuals, nonprofits, and corporations.

Communications Associate

Phillips Graduate Institute, Encino, CA

Apr 2005 - Jul 2007

- Produced copy for print ads and marketing materials, radio ads, online ads, weekly departmental web updates, and broadcast email messages to alumni, students, and prospective students.
- Doubled Institute's outreach opportunities to prospective students by revising annual budget and expanding marketing outlets.

Project Manager

The Marasco Newton Group, Ltd., Arlington, VA

Sep 1997 - Nov 2001

- Wrote and edited fact sheets, success stories, case studies, recommendation reports, online content, conference displays, and Congressional data summaries.
- Led teams of communications, data analyst, web, and event planning professionals ranging in size from 2 to 12 people, and managed project budgets ranging from \$20,000 - \$660,000.

Meeting & Membership Coordinator/Webmaster

American Association of Colleges of Nursing,
Washington, DC

May 1993 - Sep 1997

- Coordinated all aspects of membership and conference planning, maintained Association web site, provided editing support for research reports and press releases, and co-authored an article and book chapter with Executive Director.

Writing Samples

www.mpmellon.com/writing-samples.html

Skills

Computer: PC • Microsoft Office suite • HTML • Adobe InDesign (limited) • Mac (limited)

Additional: Familiar with CMS and APA standards • Organized • Resourceful • Responsible
• Small-group facilitation experience
