

# MELISSA D. WARD

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## EDUCATION:

Bachelors of Fine Art, Graphic Design, University of West Georgia

May 1999

## PROFESSIONAL EXPERIENCE:

High-performing Executive with 12 years of Web Development and Design experience. In-depth knowledge of computer operations at all levels. Demonstrated proficiency in staffing, training and development, budgeting, sales, marketing and program management.

## RELEVANT EXPERIENCE:

### Assistant Director of Marketing and Communication – University Recreation

Supervisor: Matthew Miller

**November 2012 – Present**

University of West Georgia

Reports to and works collaboratively with the Director of University Recreation to coordinate the development, production, and distribution of print, video, digital, and online advertising and promotional materials to support University Recreation programs, facilities, events, and services.

- Recruit, select, train, and evaluate the marketing and communications student team which consists of content designers and communication liaisons
- Coordinate brainstorming and design of various promotional materials intended to raise awareness, increase participation, and promote University Recreation programs, facilities, events, and services
- Serve as departmental liaison with University Communications & Marketing (UCM) and Publications and Printing (P&P) for all required approvals and resource needs to advertise and promote University Recreation facilities, programs, and services. Work with outside vendors in the event that P&P cannot complete the job as requested
- Develop a departmental marketing plan that outlines short and long-term strategies to raise awareness of the UREC brand, and coordinate efforts to execute such plan
- Represent UREC at various UWG informational events such as: New Student Orientations, Transitions Fair, Benefits Fair, UWG 1101, etc. Provide information to attendees as well as materials for distribution
- Responsible for making content and text changes to the University Recreation website
- Responsible for timely distribution of promotional materials to designated campus locations such as residence halls, Z6, UCC as well as creating signage/announcements in the event of facility closures, program cancellations, hours changes, maintenance closures, etc.
- Collects, compiles, and publishes information about upcoming events from six different program areas in University Recreation utilizing the new university calendar system, Neptune Radio, and other outlets as appropriate
- Responsible for making department-wide announcements to the student portal, daily report, faculty/staff listservs, Facebook page, Twitter account, etc. as needed; and to grow the usage of departmental social media outlets
- Responsible for distribution and posting of daily facility schedules and program specific schedules to include: in-house TV advertising system, bulletin boards, and individual room schedules
- Coordinate the departmental, part-time, student assistant staff recruitment efforts to include: advertising/ promotion, recruitment presentation, and collection of applications
- Coordinate the departmental selection process for part-time, student assistant staff to include: application review, call backs/interview scheduling, student team interviews, and arranging second round interviews
- Conduct departmental orientation for all part-time, student assistant staff new hires. Orientation should cover the topics of, but is not limited to: departmental mission, vision, goals, expectations; introduction to professional staff; customer service; departmental offerings; absolute rules, discipline policy, ADP, payroll forms, departmental essential information sheet, required University trainings, etc.
- Coordinate and lead student-based committees focused on enhancing the recruitment, selection, social, and fund-raising aspects of the UREC student team, and administer student employee incentive program
- Maintain electronic student personnel contact database for the entire department

- Accountable for maintaining and developing client websites, sales, and overall customer satisfaction.

**Skills:**

- Graphic Design
- Leadership Skills
- Small Business Development
- Project Management
- Project Planning
- Financials and Budgeting
- Time Management
- Contract Negotiations
- Business Owner
- Sales
- Web Design and Development
- BFA
- Microsoft Office
- Adobe Creative Suite
- Wordpress
- CSS/XHTML
- Various Email Platforms