



MELINDA SCHIERA

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Content Editor | Web Manager | Community Leader

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10004 Oak Run Dr.
Austin, TX 78758

SUMMARY: A customer service and communications professional with a focus on creating online and print content, web design and analytics, and community organization.

CONTENT EDITOR

Copywriter
Blogs
Newsletters
Social Media
Marketing Materials
Video & GIFs

WEB MANAGER

Analytics
Keyword Ranking
SEO
Design
WordPress
HTML

COMMUNITY LEADER

Community Outreach
Grant Projects
Project Management
Organizing Events
Social Media + Web
Newsletters

PROFESSIONAL

June 2017-Present

DIGITAL CONTENT STRATEGIST, No Time for Social

- Oversee all marketing content initiatives across multiple social media platforms to drive sales, engagement, retention and positive customer feedback for our clients.
- Evaluate google analytics & gather information from clients to keep content and advertising relevant to the monthly goals of each business.
- Create branded images, GIFs, video for 10 clients from differing industries.
- Focused on google analytics and connecting with community partners for lead generation.

January 2017-May 2017

CONTENT MARKETING INTERN, Hot Dog Marketing

- Increased organic following on agency Facebook by 10% in three months.
- Increased Twitter referral traffic to agency website by 33% over the previous year.
- Organized an anniversary campaign that tripled the engagement on agency Facebook page over the previous year.
- Increased agency Facebook post shares by 71% over the previous year.

March 2007-2017

DEPUTY CLERK, Supreme Court of Texas

- Assist attorneys and pro se litigants to comply with Texas Rules of Appellate Procedure & Internal Operating Procedures.
- Inform public of rule changes & respond to frequently asked questions by adding helpful website content in Umbraco.
- Assisted in transition to electronic filing, training of employees and elimination of one intake-deputy position.

COMMUNITY

2011-Present

PROGRAM MANAGER, North Austin Civic Assoc'n

- Increased organizations' Facebook following by 24% average per year.
- Created yearly door-to-door membership drive, and increased membership by 50%.
- Organized and completed three small to large scale grant-funded projects.

2013-2015

PROGRAM DEVELOPER, Austin City Council District 4

- Created program to organize district, council candidates, and media focus of District 4 community issues.

2012-2014

COMMUNICATIONS COORDINATOR, Austin Neighborhoods Council

- Coordinated communications subcommittee to build and manage WordPress site.
- Researched policy and presented to City Council to support Safer Housing for Austin.

EDUCATION

B.A. Continuing Studies, Biology minor, 2005
Indiana University, Bloomington, IN

APPLICATIONS

Microsoft Office Suite
Adobe Creative Suite
Google Analytics
Content Management Systems
Database Management Systems
MailChimp
Moz