

MELISSA BERTOLI

Cell# (203) 253 – 4797 • bertolimelissa@yahoo.com • West Harrison, NY

COMMUNICATIONS/MARKETING MANAGEMENT

Develops, manages, implements, and executes strategic communications plans, programs, and procedures. Background in communications & public relations to effectively support a programs strategy. Ability to manage, write, review plans, documents, talking points, articles, reports, policy, employment manuals, website content & materials as well as comprehend complex technical information. Determine client needs and organizational direction to achieve their goals. Participates in budget process to ensure funding requirements are identified, and adequate funds are requested and available for operations. Serve as a principal spokesperson on behalf of an organization's top officials. Builds and maintains effective business relationships. Expertise in performing partnerships between Federal, State, & Local Governments as well as in the private industry. Experience in multiple sectors including Federal, Retail, Healthcare, Infrastructure & Transportation, Energy, and Education sectors. Manage people across states and disciplines.

Thorough knowledge of:

- Website Management, Content & Mapping
- Business Strategic Planning
- Proposal Management, Strategy & Writing
- Speech Writing, Presentations, & Graphics
- Client Relations & Development
- Media Research & Relations
- Branding & Marketing Campaigns
- Social Media Management
- Public & Govt Affairs/Outreach
- Budget Preparation & Administration
- Deltek Vision - CRM Systems Management
- Strategic Team Building & Partnering

PROFESSIONAL EXPERIENCE

DSW SALES ASSOCIATE – 2/2016 – Present

Nyack, NY

Execute sales and customer service processes. Support all areas of the store from Truck to Replenishment, from Unit Letters to Additional Savings Events as well as from Cashier to Clearance, and from Accessories to Shoe Care. Work with the entire team to drive sales and promote the Brand. Support other areas of the store when called upon from Displays to other tasking needs.

SENIOR MARKETING & COMMUNICATIONS CONSULTANT - 2011 – Present

Contractor, New York and Washington, DC Regions

Execute marketing, communications, and BD strategic processes for specific products and services. Develop marketing strategies and plans for specific professional services businesses. Developed a wide range of marketing and public relations materials, including: proposals, articles, presentations, speeches, press releases, website content, blog content, and promotional materials. Wrote a variety of proposals to specialized federal audiences.

Marketing & Public Relations - Engineering, Architecture & Construction Services Firms - Manage a team of five marketing and graphic professionals. Demonstrated immediate talents upon hire and excelled quickly to become recognized by management as key member of the marketing team. Designed and launched a new sector business development marketing & communications strategy. Led the creation and implementation of a highly effective marketing initiative and plan for each department. Manage the comprehensive strategic plan encompassing integrated marketing initiatives designed to penetrate and grow targeted markets. Communicates with senior management, internal departments, and vendors to coordinate overall sector business development, marketing, and communications effort in accordance with corporate goals. Plan out market research and analyses. Play an integral role in website development and management activities related to the federal, state transportation, and local agencies. Participated at a National Level in several organizations and associations and assisted in lobbying related issues on Capitol Hill. Planned, facilitated and attended all related Regional and Local Conferences, Tradeshows, Seminars and Meetings as well as attended related meetings. Brought back a new internal monthly newsletter. And completed a refresh of all department brochures.

Public Relations Strategic Management - Developed the corporate strategy, branding and created a wide range of public relations materials, including all presentations, speeches, press releases, press kits, promotional materials, advertisements, and direct-mail pieces. Managed the website team. Defined and evaluated internal and external communications programs. Assisted the public relations initiatives and pitched stories to media. Developed and managed the editorial calendar. Attended industry events and meetings. Planned, executed and managed the 32nd Biennial Historically Black Colleges and Universities (HBCU) Alabama State University (ASU) National Alumni Association (NAA) Convention. Tasks included to designing the website, social media campaign, developing the agenda and sponsorship strategy, identifying speakers, inviting HBCU/government & congressional leaders/white house officials, and planning on-site logistics.

Proposal Manager/ Technical Writer - Developed and managed a wide range of writing materials, including all proposals, technical approaches, past performance, qualifications, newsletters, resumes, whitepapers, promotional materials, employee manual and internal marketing manual pieces as well as power point presentations and interactive & social media. Guided marketing, business development and networking strategies. Managed relationships with associations including: ARCHIBUS partnership, NDIA, AFCEA, WTS and PMI. Provided administrative internal coordination with all required digital certificates in a small office environment. Successfully managed and executed all technical writing assignments. Managed partner relations, data analysis, technical writing and recruiting. Planned and led weekly internal management meetings.

BUSINESS DEVELOPMENT & MARKETING MANAGER – 2008 – 2010

FEDERAL, AVIATION, ENERGY Sectors

Norfolk, VA, Washington, DC, & New York, NY

Demonstrated immediate talents upon hire and excelled quickly to become recognized by management as key member of the business development & marketing team. Designed and launched a new sector business development marketing & communications strategy. Led the creation and implementation of a highly effective marketing and public relations initiative and plan. Defined the strategy for and managed the comprehensive marketing plan encompassing integrated marketing initiatives designed to penetrate and grow targeted industries. Interacted with existing and new clients. Communicated with senior management, internal departments, and vendors to coordinate overall sector business development, marketing, and communications effort in accordance with corporate goals. Planned and carried out market research and analyses. Played an integral role in business development activities related to the federal, transportation, and energy industries. Participated at a National Level in several organizations and associations and assisted in lobbying related issues on Capitol Hill. Planned, facilitated and attended all related National, Regional and Local Industry Days, Conferences, Tradeshow, Seminars and Meetings as well as attended related Congressional hearings and meetings. Wrote and distributed an internal monthly newsletter.

PROPOSAL MANAGER/ BUSINESS DEVELOPMENT SPECIALIST – 2004 - 2007

STV Incorporated - Buildings & Facilities Division, New York, NY

Reported directly to Maher Labib, P.E., COO and Executive Vice President. Assisted and developed a wide range of marketing tools, including marketing plan, promotional materials, and direct-mail pieces. Defined and evaluated marketing collateral, programs, and analyses. Played integral role in business development & public relations activities. Maintained communication with management to ensure marketing and communications activities aligned with business goals. Provided leadership and direction to senior associates to steer the creation of lead tracking and teaming on major federal and state projects. And ensured congruence with division goals & objectives.

DIRECTOR, BUSINESS DEVELOPMENT & MARKETING, 2001 – 2004

Silvester + Tafuro, Norwalk, CT

Developed a wide range of marketing & public relations materials, including all proposals, promotional materials, advertising and direct-mail pieces. Defined and evaluated aviation marketing collateral, programs, and analyses. Guided business development and networking strategies. Spearheaded the public relations initiatives and wrote several articles that were published in several trade journals. Provided leadership and coordination of a global tradeshow strategy and ensured congruence with objectives.

ACCOUNT EXECUTIVE – TOTAL COMMUNICATIONS, 2001-2001

Broadford & Maloney, Greenwich, CT

Total Communications Firm – Developed a wide range of public relations materials, including all press releases, press kits, promotional materials, advertising and direct-mail pieces. Defined and evaluated client programs. Assisted the public relations and advertising initiatives. Designed advertising for one major client Wendy Management. Developed and managed the advertising budget calendars. Coordinated several client press meetings and ensured congruence with clients strategy and objectives.

JUNIOR ACCOUNT EXECUTIVE – PUBLIC RELATIONS, 1998 – 2000

Montner & Associates, Westport, CT

Public Relations Firm – SmartCards, RFIDs, Web-based Software Focus - Developed a wide range of public relations materials, including all press releases, press kits, promotional materials, advertising and direct-mail pieces. Defined and evaluated client programs. Assisted the public relations initiatives and pitched stories to media. Developed and managed the editorial calendar. Coordinated several client media interviews and ensured congruence with client strategy and objectives.

EDUCATION & CREDENTIALS

Bachelor of Fine Arts (BFA), Interior Design □ New York School of Interior Design – New York, USA

H.S. Diploma - College Preparatory School □ Hackley School – Tarrytown, NY, USA

RELATED SKILLS

Professional Training

- ✓ **Supervisor Training**, 2008 – Missouri
- ✓ **Federal Sales Training**, 2009 Federal Market – Maryland
- ✓ **Advanced Proposal Training**, 2009 Federal Market – Maryland
- ✓ **Public Affairs Seminar**, 2009 Social Media – PRNews – DC
- ✓ **Congressional Historical Interpretive Program (CHIP)**, 2010
- ✓ **LEED Green Associate**, 2010/2011 LEED Accreditation Class – DC
- ✓ **PMP - PMI - Preparatory Boot Camp**, 2012

Computer Capabilities:

- ✓ PC & MAC Proficient
- ✓ Microsoft Office Suite – Word, Excel, Outlook, PowerPoint, Project & Publisher
- ✓ Adobe Creative Suite InDesign
- ✓ Deltek-Vision and numerous other CRM Systems
- ✓ Lead Tracking Websites - Centurion, Epipeline, Onvia, Deltek GovWin-Input
- ✓ Social Media - LinkedIn, Twitter, Facebook, Google+

ASSOCIATIONS & ORGANIZATIONS

- ✓ **American Council of Engineering Companies (ACEC)** – National FAPA Committee, ACEC NY Membership
- ✓ **Women in Transportation** – Former DC Board Member - Recognitions Committee