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CAREER AT A GLANCE

My marketing experience is diverse and includes working with large and global well-known firms who are leaders in their fields, as well as small- to mid-sized businesses (both B2B and B2C) and nonprofits. My last almost-dozen years have been focused on digital, content and social media marketing – and I love this big, wide niche.

AREAS OF EXPERTISE

Industries: Financial Services; Consumer Products and Services; and Information Management

Marketing Focus: Developing content for specific channels and audiences, including internal/corporate communications and sales teams ▪ Social media strategy, marketing and community management ▪ Digital strategy and project management ▪ Working on large, long-term initiatives that require interfacing with multiple stakeholders and decision-makers, as well as the public ▪ Web development and management and SEO strategy

CAREER HISTORY

Melanie Deardorff, LLC; Independent Marketing Consultant; Jan. 2016 through Present

- I'm an independent marketing contractor working for a variety of businesses, as noted above, primarily in the areas of content development and social media marketing. I work with a half-dozen clients including developing content and doing social media management for a data management consulting firm in San Francisco.

Empower Retirement (part of Great-West); Web Strategy Manager, Jan. 2015 to Dec. 2015 (my position, along with five other team mates', was eliminated at year-end due to our functions moving to Denver and Boston)

- Responsible for long-term strategy of many of the company's public-facing websites – ensuring they deliver a high-quality user experience, reflect company brand and market position and effectively communicate capabilities and key differentiators.
- Partnered with a variety of teams where strong inter-department skills and relationship building and sustaining are essential, including with UX/UI designers and developers, copywriters, relationship managers, corporate communications, HR, marketing, compliance, legal and senior-level executives.

Great-West Financial, Digital Marketing Manager, Aug. 2014 to Jan. 2015, and also for J.P. Morgan Retirement Plan Services from Jan. 2013 to Aug. 2014 (Great-West bought the JPM division in 2014; these were my responsibilities at both firms)

- Managed a team of multi-media and UX/UI designers, developers and contractors.
- Developed digital products and programs, including microsites, interactive presentations, videos, online games.
- Documented key processes and maintained logs and records of in-progress and completed work.
- Managed content strategy for several public and internal sites, including working with writers, product, marketing, assorted internal partners (like compliance, risk and legal) and external vendors and agencies.
- Served as the lead for an internal blog featuring senior executives; also partnered with HR and senior management on initiatives designed to improve internal communications and boost employee morale.
- Delivered regular 1x1s, annual reviews and recommended merit raises, incentive compensation and promotions.

J.P. Morgan Retirement Plan Services; VP, Digital Marketing, May 2010 to Jan. 2013

- Managed a public website, including working with internal partners for content, imagery and tech support.
- Responsible for a bimonthly e-newsletter to 5,000+ clients and prospects, including project management work, content development and partnering with designers.

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J.P. Morgan Retirement Plan Services; Marketing Manager, August 2006 to May 2010

- Responsible for development and implementation of initiatives to increase awareness and generate leads. Projects included writing and editing for print and email campaigns and creating content for a public site.
- Worked with sales management and senior leaders to define sales story for the marketplace.
- Coordinated conference marketing efforts, including vendor negotiations, sourcing speakers and event promotion.
- Partnered with corporate PR to grow brand awareness. Wrote press releases and coordinated media interviews.
- Served as an NASD (now called FINRA) compliance principal reviewing marketing and RFP material.

J.P. Morgan Retirement Plan Services; Communications Manager, Jan. 2003 to Aug. 2006

- Managed a large team responsible for the annual delivery of communication plans and deliverables for nearly 100 clients.
- Monitored team's adherence to \$1.M+ budget and to editorial, brand, legal and tech standards for all projects.
- Relationship manager for several of the team's larger, more-demanding accounts.
- Accountable for client satisfaction monitored annually and benchmarked against competitors.

J.P. Morgan/American Century Retirement Plan Services; Communications Consultant, Nov. 2001 to Jan. 2003

- Developed, executed and measured results of print and online communication campaigns for national clients.
- Partnered with production and graphics teams to develop materials.

American Century Investments; Marketing Support Manager, Feb. 1999 to Nov. 2001

- Managed six-person team of designers and administrative support staff.
- Responsible for team's adherence to brand, key messages and compliance standards for all material created.
- Initially joined as graphic designer and was then promoted to manage the design and admin support teams.

EXTRA-CURRICULAR ACTIVITIES

- I'm new to the Phoenix area (circa August 2017) and am still searching for my next long-term volunteer relationship – but, so far, I've judged a marketing competition at a high school and helped a nonprofit, I Support the Girls, with its effort to provide bras and feminine hygiene products to homeless and in-need women and girls.
- As an avid blog reader and podcast fan, I soak up new content on a regular basis. Favorite topics: social media and digital marketing; business and personal development; health and wellness; and goal-setting and motivation.

EDUCATION, CERTIFICATIONS AND SKILLS

- Undergraduate studies at Penn Valley, Johnson County and Longview Community Colleges.
- Inbound Marketing Certified (Hubspot, 2015)
- Completed Dale Carnegie's Sales Advantage and Leadership Advantage courses.
- Technologically savvy, including some HTML, and am proficient in a variety of software, CRM and CMS programs (e.g., Photoshop, Illustrator, PowerPoint, Salesforce, WordPress).
- Past president of International Association of Business Communicators (KC chapter); founding member of its Tech SIG group (people interested in new technologies) and recipient of the group's Floyd Walker Incredible award. In 2012 during my tenure as President, the KC chapter received IABC's highest honor – the International Chapter of the Year.