

# Melissa S. Gerber

260 Shannon Court • Des Plaines, IL 60016

847-814-2255 • melissasusangerber@gmail.com

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## EDUCATION

University of Miami, Coral Gables, Florida  
Bachelor of Science in Communication: May, 2009  
Majors in Visual Communication and Spanish  
Study Abroad in Granada, Spain May-June, 2008

## EXPERIENCE

*Direct Hit Solutions, Libertyville, IL*

**Social Media Strategist** 8/09 to Present

- Maintain online presence for brands
- Regulate company and client profiles on social media networks
- Develop customized strategies for clients based on their target demographics and company goals
- Optimize web sites for search engine results using targeted keywords

*Self, USA*

**Freelance web designer and video editor** 5/09 to Present

- Web and graphic work for clients
- Video editing for short-term or temporary jobs

*CSTV/CBS; University of Miami Athletics, Miami, FL*

**Web/marketing/video intern** 8/08 to 5/09

- One of two interns that write, shoot, produce, edit video to put on [www.hurricanesports.com](http://www.hurricanesports.com)
- Maintain certain aspects of hurricanesports.com according to the requests of the Athletic department

*Apple Computers, Miami, FL*

**Campus Representative** 2/07 to 12/08

- One of 500+ nation-wide reps responsible for the advertisement of Apple products to students
- Planned on-campus promotional, interactive events for students

*Bankers Life and Casualty Company, Chicago, IL*

**Web Content Intern, Production Assistant** 6/08 to 8/08

- Responsible for the redesign of an internal company portal.
- Only intern among a web team of four professional designers and programmers

## VOLUNTEER EXPERIENCE

- Special Olympics Unified Bowling partner
- *Un Techo Para Mi Pais* – documentary producer

## HONORS

- Dean's List
- Henry King Stanford Academic Scholarship
- Mary Ann Lummis Bowyer Memorial Scholarship
- Rho Lambda & Order of Omega Honor Societies

## ACTIVITIES

- Delta Gamma Northwest Chicago alumni chapter
- University of Miami Alumni Circle
- Delta Gamma: Director of E-Communications, Director of Chapter Archives, Webmaster
- Panhellenic Association: Vice President of Recruitment
- President's 100: Student Ambassador
- Band of the Hour: Hurricanette Dancer
- UM Dance Marathon Inaugural Executive Board: Design/Media Chairperson

## SKILLS

- Fluent in Spanish, working knowledge of American Sign Language (ASL)
- Web design skills—Dreamweaver and, CSS and HTML, Flash, ActionScript 3.0
- Adobe CS3, Photoshop, Illustrator, InDesign, Final Cut Pro, Adobe Premier
- Videography and Photography
- Social media: Facebook, Twitter, Flickr