

Melissa Vargas

Media and Content Creation Expert

Phone: (305) 915-5727 • E-mail contact@melvargas.com • [Portfolio](#)

AWARDS

PROMAX North America: Silver - Entertainment spot "Julio en UniMás" **2016**
Emmy Award: Promotional spot for "Julio en UniMás" **2016**

SKILLS

Office software: Microsoft and Mac Office suite (Pages, Numbers, Keynote). Google Drive Apps. Creative: Adobe Suite. Canva.
Web: Wordpress. CPanel. SharePoint.
Email: Mailchimp. Mailerlite.
Video: Final Cut Pro, Premiere Pro

Audio: Vegas, Audacity.
Radio: NexGen.
TV: INews, Media Player (Avid), Nirvana (Monitor IQ), BlackMagic VideoHub.
Social Media: Hootsuite, Planoly, Later.
Organization: Asana, Wrike, ClickUp, Trello.

- Proven leadership and team player, refined by years of training.
- Personable, trusting, and friendly personality
- Charismatic personality fit for on-air (tv and radio) and live hosting.

- Confident and clear verbal, written, and non-verbal communicator.
- Creative problem solver.
- Experienced public speaker and trainer for creatives, writers, and entrepreneurs.

PUBLISHED ON

South Florida Times
Debra La Revista
FabrikaLink
Examiner

Cross Culture Collective
Kingdom Business Guide
El Peruanisimo
VOXXI

LANGUAGES

Spanish, English, and Portuguese.

EXPERIENCE

Independent Marketing Specialist

Social Media, Online Presence, Communications

- Established and improved the branding identity and online visibility of non-profits, artists, and start-ups
- Strategized successful social media campaigns for organizations and the promotion of their events and/or causes.
- Created fresh, original, SEO-friendly content for websites in industries from inbound marketing, condominium services, entertainment, non/profits, and more.
- Wrote, edited, and translated content for print and web marketing materials to establish a cohesive voice for said brand.
- Produced events from concept, to event logistics, booking, staffing and promotion of the event.
- Craft press releases, bios, website content directed towards investors and clients, and pitches for all PR client efforts with established relationships,

2007-PRESENT
Miami, FL

Stagewood

Copywriter

- Crafted all concepts and content for landing pages for the different brands.
- Produced original content for our weekly blog.
- Strategized all social media content and planned posting schedule.
- Spearheaded all email marketing and newsletter efforts.

Oct '20 - Jan 2021
Miami, FL

Chetu

Creative Copywriter

- Created content for all trade shows including flyer and presentations.
- Produced video case studies to showcase client results.
- Managed a team of designers and animators through systems and deadlines.

Feb - March 2020
Miami, FL

Systemax (Tiger Direct Corporate)*Web Content Designer***2013-2014****Miami, FL**

- Produced every piece of content for assigned category products on the company's owned websites.
- Fostered successful relationships with account managers in charge of assigned product categories
- Built Sharepoint website for team communication and project management

MEDIA EXPERIENCE**CVC Latin America***Caso Puntual - Producer & Board Operator**A Todo Color - Host, Producer, Board Operator**Noticias CVCLAVOZ - Reporter, Producer, Board Operator*

- Delivered clear and impactful content for each show.
- Increased listeners through on-air, online, and social media promotions.
- Elevated quality through technical skills (board operation).

2017-2019**Miami, FL****Tropic Survival** (Clients: South & Vista Motors, Carl's Patio, Natuzzi)*Freelance Copywriter & Content Producer*

- Established tone and personality for all social media channels through consistent copywriting.
- Successfully established messaging through print ad copy.
- Streamlined broadcast (TV & radio) spot production and created cohesive communication between the different team players.
- Facilitated intercultural communication with "trans-created" script writing to cater to the Hispanic consumer audience.
- Translated marketing efforts and monthly theme into inviting blog content.

2017-2018**Miami, FL****Promoción y Medios***Public Relations / Media Tour Assistant*

- Organized all artists agendas for media tour during expo
- Handled all artists' needs during expo
- Cultivated relationships with media outlets
- Managed additional interview requests on site

2015-2018**Miami, FL****Univision Communications, Inc.***Copywriter*

- Wrote scripts and produced promos for the UniMás network daily properties i.e. movies, Cine Cantinflas, Rosa de Guadalupe, Sal y Pimienta.
- Maintained successful communications: with studios regarding marketing needs, within production team, with other marketing teams for 360 strategies.
- Coordinated delivery of materials for on-air, digital, and internal distribution.
- Collaborated with other marketing teams and producers on new campaigns.

2015-2016**Miami, FL****One Beat Live Radio Show***Social Media Strategist*

- Established and managed digital presence for OBL and related brands including social media.
 - Created social media strategies for engagement and visibility growth.
- Buzz Beat Segment producer and host*
- Wrote and produced weekly segment with news, events, and interviews..
 - Brought weekly entertainment-related topics for thought-provoking conversation

2014-2015**Miami, FL****OTHER EXPERIENCE****Zion Tour / Winter Jam / OutCry***Promotions Coordinator*

- Successfully set up merchandise tent to create better customer flow
- Increased sales through logistical implementation, clear communication and speedy service.

EVENTS**Glow, Color, Adore** - Host**Mission Possible Unity** - Backstage Manager**Buena Vibra Concert** - Backstage Manager / Sponsorships / Logistics

OTHER MEDIA

MediaCom - Media Buying (Dell business LATAM)

EMA Interactive - Copywriter/Marketing Assistant

Telemundo Network - 18 & over writer / Mun2

Downtown Production Group - Public relations

CORPORATE COMMUNICATIONS

Gilly Vending - Grant & Bid Writer

Systemax, Inc. - Web Content Senior Designer

SAP International Inc. - Corporate Communications

EDUCATION

Florida International University

Bachelors of Science in Communications

Certificate in Entrepreneurship and Latin American and Caribbean Studies

Dec 2010

Miami, FL

Lynda

- Writing Ad Copy
- Writing Marketing Copy

Florida International University - Online

- Writerrific: Creative Writing Course
- The Keys to Effective Editing
- The Craft of Magazine Writing