

Melissa Vargas

Multimedia Communications Expert

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AWARDS

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

SKILLS

Software: Microsoft Office, Mac Office suite (Pages, Numbers Keynote). Adobe Suite.

Web: Wordpress. CPanel. SharePoint.

Marketing: Mailchimp. Hootsuite. Buffer.

Video: Final Cut Pro

- 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.

Audio: Vegas, Audacity.

Radio: NexGen.

TV: INews, Media Player (Avid), Nirvana (Monitor IQ), BlackMagic VideoHub.

- 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 Expert

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,
- Clients include: *Miami Midtown Magazine, MADStudios, Dios Con Nosotros, Misión Paz USA, Downtown Production Group, EMA Interactive, artists and other personalities in the entertainment world.*

2007-PRESENT
Miami, FL

Independent Publicist

Media Relations, strategy and planning, collateral

- Orchestrated seamless media tours for artists during a high-profile global music and leadership expo, ensuring maximum exposure and engagement across diverse media outlets.
- Crafted compelling collateral tailored to individual artists, effectively amplifying their stories and resonating with media outlets, resulting in heightened visibility and audience connection.
- Cultivated strategic partnerships with key media contacts, fostering a mutually beneficial environment that facilitated ongoing collaboration and amplified artists' brand resonance.
- Spearheaded outreach initiatives, showcasing a nuanced understanding of media preferences and audience demographics to optimize artists' promotional efforts and drive tangible results.

2014-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.
- Transcribed videos for social media.
- Produced video case studies to showcase client results.
- Managed a team of designers and animators through systems and deadlines.

Feb - March 2020
Miami, FL**Nordstrom***Sales Associate*

- Perform sales goals as established per pay period for total volume and/or sales per hour.
- Perform all customer-related tasks to ensure the best customer experience possible.
- Ensure all orders are completed and shipped out.
- Maintain department organized in all manners.

Dec. 19- Feb 20
Miami, FL**Getaround***Brand Ambassador*

- Successfully increased event guests interest in the brand and service.
- Continually performed at top market level.
- Improved relationships with local partners in events of different sizes.
- Improved team performance through new logistic processes and clearly communicating performance expectations.
- Increased overall BA efficacy through proven systems.

2019
Miami, FL**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** **2014-2015**
Social Media Strategist **Miami, FL**
 - 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* **Miami, FL**
 - Wrote and produced weekly segment with news, events, and interviews..
 - Brought weekly entertainment-related topics for thought-provoking conversation
Systemax (Tiger Direct Corporate) **2013-2014**
Web Content Designer **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 o assigned product categories
 - Built Sharepoint website for team communication and project management**Apple Inc.** **2011-2013**
Specialist **Miami, FL**
 - Maintained top-level sales performance throughout time on the store.
 - Successfully lead the team to provide results and the best solutions for customers.
 - Translated customer needs to correct product solutions while increasing total sales dollars.
 - Participated in team member's growth through one-on-one interactions and practice-learning.
 - Promoted corporate-led programs for the sales team.
 - Managed the sales floor's zoning, flow and maintained associate AOR's (areas of responsibilities).
 - Completed successfully the mentorship experience at the Aventura store and trained the first incoming group for 2013.
Cinebistro **2009-2010**
Hostess **Miami, FL**
 - Accurately described and demonstrated the concept of the establishment.
 - Kept a clean track record of closing duties, not limited to accurately closing register count.
 - Provided Impeccable customer services to our guests in all areas (theater, restaurant).
 - Served as a point guard to maintain age legal restrictions in place.
Express LLC. **2007-2008**
Sales Representative **Miami, FL**
 - Maintained designated area costumer-friendly with merchandise accessible.
 - Served as a fashion stylist for all customers looking for direction and assistance.

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

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** **Dec 2010**
 Bachelors of Science in Communications **Miami, FL**
 Certificate in Entrepreneurship and Latin American and Caribbean Studies

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