

# Melissa Artobello

SOCIAL MEDIA AND  
DIGITAL MARKETING  
SPECIALIST

## ABOUT

A creative, driven and highly-skilled marketer with 6+ years of experience managing social media accounts and implementing digital marketing strategies for B2C and B2B brands.

## EDUCATION

**San Diego State University | 2013 - 2016**  
Bachelor of Arts  
Journalism/Advertising

## EXPERTISE

- Organic and Paid Social
- Campaign Strategy
- Graphic Design
- Content Marketing
- SEO and Google Analytics
- Copywriting
- Email Marketing
- Media Relations
- Adobe Suite
- Hootsuite
- WordPress
- Microsoft Office

## CONTACT

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 melissaartobello.com/portfolio

## SOCIAL MEDIA

 /in/melissaartobello

 @melissartobello

## EXPERIENCE

### **DIMENSION DEVELOPMENT (DOUBLETREE & MARRIOTT DEL MAR)**

*Marketing Manager | Apr 2019 - Mar 2020*

- Responsibilities included social media management, graphic design, reputation management, PR, and digital/print marketing for the two hotels and two on-site restaurants
- Grew social following by a total of 2,100 across Facebook, Twitter, Instagram, and LinkedIn
- Designed promotional flyers and marketing materials that helped the Sales team close \$130k in revenue
- Increased restaurant website traffic by 42% year over year, with a 73% increase in social sessions and 59% increase in social leads
- Produced \$13.5k in restaurant revenue from digital marketing and direct mail advertising
- Initiative programs and campaigns to generate leads and revenue

### **FREELANCE DIGITAL MARKETER**

*Oct 2014 - Present*

- Offering social media management, email marketing, and content creation for clients

### **ACI SPECIALTY BENEFITS**

*Social Media Manager | Feb 2017 - Apr 2019*

- Drove lead generation efforts that led to a 166% average annual increase in potential revenue
- Implemented strategies for social media, email, SEO, PR, content, web development and advertising that led to a 71% average annual increase in website traffic
- Increased social media referral traffic by an average of 67% yearly

### **INTERNET MARKETING INC.**

*Social Media & Content Intern | Aug 2016 - Dec 2016*

- Strategized content calendars, wrote blog posts, and created monthly reports for clients
- Launched native ads, implemented influencer marketing, monitored SEO backlinks, and performed social listening

### **HEARTS FOR SAN DIEGO**

*Media Relations Manager | Sep 2016 - Mar 2017*

- Secured features on media websites, interviews with KUSI News, and live coverage on The CW San Diego
- Built and managed relationships with charity partners, sponsors, donors, and vendors to increase funding

*Social Media Manager | Oct 2014 - Sep 2016*

- Developed a social media strategy and built the organization's social presence from scratch
- Promoted events on social media, community calendars, and relevant websites to increase awareness

### **ZEEK MEDIA**

*Social Media Marketing Assistant | Sep 2014 - Jan 2016*

- Managed social media accounts for 6 clients
- Developed email marketing campaigns using MailChimp
- Crafted press releases and blog posts