

Melanie Whyte

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ROLES & POSITIONS

Freelance Writer, Editor & Content Strategist

Private Clients | Aug 2020 - Present

- Write and publish articles for media brands like Real Simple and Refinery29 (style, organizing, decorating tips, etc.)
- Build and manage editorial calendar that focuses on SEO-targeted, trend-driven content to provide organic results
- Write and edit newsletters and package social-media assets for clients like Subway Book Review ([@subwaybookreview](https://www.instagram.com/subwaybookreview))
- Maintain client relationships through weekly check-ins and monthly strategy calls

Interior Design & Decorator (Featured in upcoming story for Coveteur)

Private Clients | Aug 2021 - Present

- Work with client to build a mood board which determines the color palette, textures and patterns for home makeover
- Create floor plans (to-scale) of each room with all proposed furniture mapped out
- Source new, vintage and thrifted furniture & decor pieces
- Experience in DIY, budget-friendly home improvement projects

Project Manager (Marketing + Social-Media)

Brightside Projects (Boutique Growth Consultancy) | May 2021 - Present

- Write marketing copy for websites, client materials, and social-media assets and captions
- Manage ongoing projects through tools like Airtable to achieve all goals within the given scope, time, and budget
- Research potential partnerships, digital strategies, and social-media opportunities for clients

Communications, Head of Content & Engagement Strategy

Centric Brands, Inc. | April 2019 - April 2021

- Owned the internal content strategy and managed the creation of all editorial coverage of over a hundred owned and licensed fashion brands including behind the scenes stories, profiles on fashion designers and industry spotlights
- Wrote and edited content for internal website on a daily and weekly basis, to ensure a lively, engaging mix of articles and features
- Project-managed workflow between the design team and our freelance writers and internal contributors
- Hosted weekly, bespoke, companywide events while maintaining a low budget utilizing my vendor relationships
- Launched the DE&I Committee and established three subcommittees, each with unique strategic objectives
- Led meetings with the heads of marketing across our brands to discuss ways to promote success via social-media
- Collaborated with developers to maintain our CMS and code web pages using HTML and CSS

Lead Content Strategist

Mark Brand Boutique (Marketing Agency) | June 2018 - April 2019

- Worked with the head of design to build brand identities for clients based on their unique digital marketing needs
- Consulted with clients to discuss content goals, the voice of the brand and SEO best practices
- Developed website copy, blogs, articles and newsletters for small businesses and creatives.

Publicity Intern

SparkPoint Studio | Jan 2017 - May 2017

- Supported publicity and digital marketing services for authors and publishers at the award-winning, hybrid publisher
- Edited community and content platform for 33,000+ female writers
- Developed multimedia content and press releases for roster of clients

Communications Intern

Arizona Public Service | May 2016 - Dec 2016

- Wrote and took photographs for press releases, internal articles and social-media posts
- Managed communication campaigns and created multimedia content for the talent acquisitions department
- Developed campaigns promoting company programs and initiatives for the largest electric utility in Arizona

ACADEMIC BACKGROUND

Arizona State University | Walter Cronkite School of Journalism & Mass Communication

Bachelor of Arts in Journalism & Mass Communication, Aug 2014 - Dec 2017

- Graduated early with honors (Magna Cum Laude)
- Completed Certificate of Creative Writing from the School of Humanities, Arts, and Cultural Studies
- Vice President, Public Relations Student Society of America (PRSSA)
- Editor, Downtown Devil Newspaper
- Writing Fellow, College of Integrative Sciences and Arts

AREAS OF COVERAGE

- Interior Design & Decor
- Organization & Cleaning
- Fashion & Style
- Sex & Relationships
- LGBTQ+ Culture

TECHNICAL SKILLS

- Adobe Photoshop & Premiere
- Google Analytics
- Google Trends
- HTML & CSS
- CMS (WordPress, Staffbase)

PUBLICATIONS

- Real Simple
- Refinery29
- NPR News
- HelloGiggles
- Arizona Highways