

MELODY C. THOMAS

WEB DESIGNER | DIGITAL MARKETING STRATEGIST

EDUCATION WORK EXPERIENCE

Francis Marion University

Bachelor of Arts, Visual Arts

Graduated May 2010

EXPERTISE

Facebook Ads Management

Sales Funnel Strategy

Social Media Strategy

HTML5 / CSS3

Graphic and Web Design

Front-End Development

Adobe Photoshop

Adobe Dreamweaver

Adobe Illustrator

Adobe InDesign

Melody C. Thomas (Mar. 2014 - Present)

Freelance Web Designer and Digital Marketing Strategist

- Designed and developed websites using Dreamweaver, Photoshop, HTML, CSS, JavaScript, and WordPress
- Acquired new customers using sale funnels and Facebook advertising campaigns
- Created a weekly content library and managed social media accounts for an online community of over 500,000 followers
- Implemented marketing strategies for product launches, most notably one that generated \$24,000 of new revenue within a week with a \$1,200 Facebook advertising budget.

DigiDems (Aug. 2018 - Nov. 2018)

Digital Director for Candidate Lauren Baer

- Wrote press releases, emails, and social media posts on behalf of the candidate
- Created and launched digital campaign against opponent to highlight anti-environmental record
- Wrote text-out-the-vote (TOTV) scripts to identify, organize, and persuade voters using Hustle
- Designed display ads for sponsored content that ran on multiple online news sites

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MEDIA FEATURES WORK EXPERIENCE (CONT.)

FastCompany

EXPERTISE

Canva

ClickFunnels

WordPress

Email Marketing

Google Analytics

Blogging

Project Management

Layout Design

Photo Editing

Market Research

University of South Carolina (Jan. 2016 - Sept. 2017)

Webmaster

- Organized and migrated content from HTML site to content management system, OU Campus
- Provided support to faculty, staff, and students
- Managed and updated web requests on a daily basis

Denmark Technical College (Jul. 2012 - Sept. 2015)

Web Developer

- Redesigned and managed website using WordPress, Dreamweaver, Photoshop, HTML5, CSS3, and JavaScript
- Created a weekly content library and managed social media accounts including Facebook and Twitter.
- Provided software training to faculty, staff, and students

News & Press (May 2011 - Dec. 2011)

Web and Graphic Designer

- Designed all print and web advertisement for the weekly newspaper
- Redesigned and redeveloped the company's website using Dreamweaver, Photoshop, HTML, CSS, and JavaScript

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ACCOMPLISHMENTS WORK EXPERIENCE (CONT.)

World Traveler
Keynote Speaker in Cairo, Egypt
Hosted Scholarship Programs

SOCIAL MEDIA

 [melodycthomas1](#)

Hope Health (Jan. 2010 - May 2010)

Graphic Designer Intern

- Designed menus for a formal charity event using Illustrator
- Assisted in designing marketing materials
- Updated the website on an as-needed basis

Francis Marion University (Mar. 2006 - May 2010)

Library Student Assistant

- Assisted with the operation of the library's automated circulation system and circulation desk operations
- Catalogued and coded library books and equipment
- Tutored students and temporary workers in circulation desk operations
- Coordinated with public relations; prepared booklists, posters, exhibits and handouts
- Ensured to maintain records of in and out materials; and helped students and faculty in utilizing materials