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# Melo, Tatiana



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**Location:** Hawaii

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## Personal & Professional Profile

As an Online Media Specialist for the past 18 years I've seen a lot of trends come and go. In such a dynamic ever-evolving environment one is required to stay current, flexible, and be swift and innovative. I'm a focused, organized, task-oriented professional. Quality and creative thinking are important to me. So is positive relations and clear communication. I strive to do my best, no more no less.

**Background:** project management, publishing, content production, web design + development, marketing, print, client services, executive assistant.

**Languages:** English & Portuguese Fluent. Some Spanish.

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## Work Experience

### Project Management Podcast Producer Executive Assistant

LukeStorey.com / The Life Stylist Podcast

**Industry:** Podcast/Radio/Audio

**Period:** Dec 2015 - Now

**Job type:** Contract

Manage and excute various aspects of podcast projects, from pre-launch to launch, and on-going show production.

- Podcast project development + management
  - Show notes production
  - Affiliate accounts management - revenue
  - Sponsors management - revenue
  - iTunes publishing - syndication
  - Guest bookings management
  - Host bookings on other shows - grow audience
  - Newsletter production
  - Social Media management
  - Website management
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## Director of Online Operations Director of Marketing Client Management

EvanBelagaCFP.com

**Industry:** Retirement Planning/Insurance

**Period:** Feb 2012 - Apr 2017

**Job type:** Contract

Responsible for all aspects of frontend & backend online functionality, multi-media marketing, brand integrity, web & print design, client management.

- Web development
- Systems & Apps integration
- Leads generation
- Online and Direct Mail marketing strategies
- Email Marketing
- Drip Marketing
- Social Media curation
- Quote engine management
- Customer service curation
- Salesforce CRM management

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## Part Owner

MemberBenefitsPortal.com

**Industry:** Financial Planning/Insurance

**Period:** Jul 2012 - Apr 2016

**Job type:** Self

Offered unique financial services platforms to national Affinity Groups that provide meaningful benefits to their members and generates important non dues revenue for the sponsoring organizations. Responsible for all aspects of frontend & backend online functionality, multi-media marketing, web & print design, client management.

- Generate new Affinity Partners
- Maintain strong relations with existing Partners
- Work directly with Association's marketing departments to define various marketing efforts
- Design various ads & marketing material for both print and online
- All aspects of frontend & backend functionality
- Website design & production
- Systems & Apps integration
- Email Marketing
- Salesforce CRM management

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## Menswear Stylist

Personal Stylist

**Industry:** Custom Luxury Wardrobe/Suits

**Period:** Jul 2011 - 2012

**Job type:** Self

As an independent menswear and wardrobe stylist, I helped men look and feel their best. I enjoyed particularly the *custom* aspect of the unique service I provided. I believe that fit is one of the three important components of any successful wardrobe: quality, fit & style.

- Educate and assist clients with improved choices in their professional + social casual wardrobes
- Mobile fitting service
- Personal shopping

- Custom suit service offering the finest Italian fabrics and European tailoring
- Tailor services

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## Stylist Assistant

New York/Los Angeles

**Industry:** Fashion (Editorial, Print, Photoshoots, Video Campaigns)

**Period:** Jul 2011 - 2012

**Job type:** Freelance

I made my services available as a stylist assistant to established key stylists in the fashion industry. I've assisted with:

- Merchandise Pulling and Check-ins
- Returns
- Creating Fits
- Photoshoots
- Prop Styling

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## Account/Project Manager

Silverpoint.net

**Industry:** Web & software Development for Independent Schools

**Length:** 2009-2011

**Job type:** Full-Time

Managed a roster of sixty-five+ Independent Schools' Websites located in the US and abroad.

- Managed projects from scoping all the way through deployment and post-launch support as Account Manager
- Built strong client relationships
- Managed all aspects of schools' website needs
- Worked directly with the heads of communication, admission, athletic and IT departments, as well as teachers.
- Led the day-to-day operations of schools' case work, triaging them among various internal departments (production, design, development, data, integration, and server admin)
- Provided hands-on technical support
- Provided CMS training (on-site and/or remote) to all school administrators in charge of the website, including teachers and staff
- Performed yearly assessment of clients' needs and provided upgrade suggestions (sales)
- Led weekly training webinars featuring Silverpoint's proprietary CMS

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## Director of Online Operations

GPS Capital Research, LLC

**Industry:** Privately Held; Financial Publishing

**Length:** ~~2007-2009~~

**Job type:** Contract

- Designed & programmed all front-end aspects of the company's multiple websites
- Managed the progress and completion of the back-end systems delivered by a team of developers
- Performed all day-to-day online publishing

- Designed and produced all various online marketing campaigns
- Managed daily broadcast targets for current and prospect subscribers
- Managed subscribers lists
- Worked directly with financial analysts, editors, copywriters, marketing personnel, and managed the customer service team

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### **Web Production Specialist/Publisher/Online Marketing Assistant**

**Stansbery & Associates Financial Research**

**Industry:** Privately Held; Financial Publishing

**Length:** 2006-2007

**Job type:** Temp

- Coordinated advertising ads for the company's multiple publications
- Produced marketing pieces generated by the copywriters
- Daily publishing of the company's newsletters
- Produced day-to-day email marketing campaigns and A/B split testing, using Lyris software
- Managed email lists
- Worked in daily concert with other members of the online team, i.e. graphic designers, marketing agents, editors, copywriters, and client services

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### **Online Publisher/Producer/Internet Marketing Manager**

**The Capital Newspaper**

**Industry:** Print Newspaper & Online News

**Publisher**

**Length:** 2004-2006

**Job type:** Full-Time

- In charge of all aspects of the online department
- Daily publishing of online news content generated by journalists and editors
- Managed all aspects of online sales + marketing, i.e. generating new advertisers, and monitoring every step of their ad campaigns
- Worked in daily concert with the following teams: journalists, editors, proofreaders, designers and photographers

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### **Brazilified**

**Jewelry Designer & Curator**

**Industry:** Jewelry

**Length:** 4 yrs.

**Job type:** Self

- I designed my own line of sterling silver jewelry with semi-precious stones from Brazil. All the jewelry was assembled in Brazil by master silversmiths. All the stones were sourced directly from the mines, hand-picked for quality by Brazil team. The pieces were one of a kind, artistic statement. I sold it online and through a few select galleries in the MD/DC area.

- I curated jewelry from Brazilian Designers & Smiths. I offered these for purchase via my online store. I bought and sourced these directly from each designer, in person, creating & nurturing long-lasting relationships. I also managed the online store and all online orders, including shipping, payment transactions, and client relations.

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## Web Production Assitant/Online Marketing Assistant

Sidus Group, Inc

**Industry:** Information Technology and Services

**Length:** 8 months

**Job type:** Full-Time

- Assisted the production team with various levels of content management for a large roster of clients
- Assisted the design team with production of small to medium scale graphic requirements for clients' websites
- Worked closely with the marketing team analyzing clients' SEO and providing comprehensive reports

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## Testimonials

*"Through her intelligence, sense of humor and keen awareness of the public's likes and dislikes, Tatiana kept our news website interesting and relevant even under difficult circumstances. She is resourceful and patient and I can't think of a single person inside or outside the company who didn't enjoy working with her. She lights up a room and makes work fun. She's also one of the hardest working people I know. She often was the only person on the web staff for a site that should have had six or more employees."*

~David Lauricella, City Editor, Capital-Gazette Communications, Inc.

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*"I remember my first interaction with Tatiana because, after I said hello to introduce myself, she really steered the conversation. Though I'd been at Silverpoint for a few years at the time, Tatiana was excited to talk to me, rather than coming off as shy or overwhelmed. That first conversation with Tatiana was a microcosm of our entire professional relationship: calm and welcoming confidence without any hesitation or fear. From simple client communications to in depth discussions about technical subjects, Tatiana was always willing to*

*"Tatiana is one-of-a-kind. She has an amazing ability to balance dozens of tasks at once and to follow through with all of them. Often times when we worked together she inherited poorly organized projects and tasks. Through her tenacity she always found the answers and made the product whole. Additionally, she is able to get along with nearly everyone and is a team-player 100%."*

~Wesley Craft, Internet Technical Director, Capital-Gazette Communications, Inc.

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*"In redesigning my website, Tatiana Melo was most adept at finding the perfect balance between style and function. Her attention to detail and her understanding of the end user perspective was phenomenal."*

~Richard Chisolm, Producer/Cinematographer/Prime-Time Emmy Award Winner

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*"I can tell you first-hand that Tatiana has been a delight to work with. As Account Manager at Silverpoint she helped me and my colleagues at*

*make my job easier, even if it meant learning something extra. Her exuberant personality shone through, even in instant messages, and never failed to brighten my day. Tatiana embraced and thrived in our company's laid back culture, but I don't think that's a reflection on our company. It's a function of who she is and how she operates: adapting swiftly to her environment and taking pride in her work (even tedious work shunned by others)."*

~Alexander Bradley, Product Engineer, Tumblr

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*Germantown Academy on a weekly, and sometimes daily, basis. We knew we could always rely on Tatiana to help us out if we had any sort of question--big or small. We knew she would respond to our questions and requests in a timely matter, and she never disappointed. She has mastered the art of being both professional and personable. Anyone that has the opportunity to work with Tatiana is extremely fortunate. She will go the extra mile and always follow-up."*

~Thomas McGlinchey, Assistant Director of Communications at Germantown Academy

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*"Tatiana is a detail-oriented professional and I enjoyed working with her. She addressed any issues with our website in a timely manner and also recommended improvements to the site."*

~Kristy Helms, Director of Communications at The Walker School

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*"Tatiana did a wonderful job in redesigning my website. From start to finish she listened to the look and feel I wanted to convey on my site and made it possible. I'm not good with the technical side of web design and I am grateful to how Tatiana handled all of that for me. She completed the work on my site quickly and kept me in the loop on progress. I couldn't be happier!"*

~Stephanie Smith, Artist/Designer

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## Past & Current Interests

Self-starter: Food Services / Photography / Faux Finish / Jewelry design

Enjoy: Sustainable lifestyle/ Sailing / Nature / Fashion / Art / Design / Quality

Volunteer work: Hospice of the Chesapeake / Gilchrist Hospice / HIV/AIDS Volunteer Enrichment Network (H.A.V.E.N)