

Melissa A. Ulbricht

Marketing Strategist and Communications Professional

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Portfolio: www.melissaulbricht.com

I develop **marketing and communications strategies that work**. I specialize in raising **brands' and companies' visibility** and driving **meaningful engagement**. I also execute on those strategies. I craft **clear and compelling marketing materials** that drive business development and company growth. I'm highly data-driven, and am as savvy on **social media channels** like Instagram and Twitter as I am with creating board presentations and **polished client deliverables**.

Experience

Freelance Writer, Editor, and Marketing Strategist. February 2017 to present, Chicago, IL

Helping clients define and develop effective communications strategies

- Launched marketing strategies and developed materials for a technology start-up:
 - Honed messaging and developed brochures for the firm's three business lines
 - Created pitch decks and resources for potential investors
 - Developed short and long-term marketing strategies to reach targeted client sectors
- Created an e-book and video scripts for a digital marketing company
- Copyedited educational deliverable on behalf of a nonprofit client for an international financial institution
- Additional services offered: technical writing, research, project management, social media, analytics

Vital Wave. Communications and Marketing Manager. March 2016 to February 2017, Chicago, IL

Generated timely and high-value materials that brought new clients into the fold

- Wrote content that moved the needle – meaning that it drove awareness of the firm's services and capabilities and brought in new clients
- Researched new market potential and quickly produced highly targeted collateral as the firm identified new audience and geographic targets
- Led the firm's marketing strategy including managing the budget and all external creative partners
- Contributed to client projects and conducted desk-based research and interviews in support of deliverables

Elevate Energy. Communications and Marketing Manager. October 2012 to March 2016, Chicago, IL

Rebranded the organization with a new name and website to expand its breadth and impact

- Developed communications and marketing strategies for the organization and its flagship programs
- Expanded awareness among key hard-to-reach audience groups like smart meter households and local building managers
- Collaborated with internal business units, external technical and agency partners, and stakeholders to successfully plan and launch a full rebranding of the organization
- Created actionable materials to help people understand and participate in complex energy programs
- Produced research papers and project reports, and contributed to winning proposals for multi-year funding

MobileActive. Senior Writer and Program Manager. June 2010 to September 2012, New York, NY

Connected the burgeoning community of technologists working to bridge the digital divide

- Identified early thought leaders and practitioners who were leveraging technology for social change; reported on their progress and challenges through multiple publishing channels and touchpoints
- Developed case studies, research papers, training content videos, mobile tool reviews, and technical guides
- Organized globally-attended events, including the inception of the "FailFaire" series
- Managed a Knight Foundation award to create a digital, four-language resource for mobile journalists that was viewed in 140 countries

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Global Journalist Radio, Producer. August 2009 to June 2010, Columbia, MO

Modernized a classic program to enable listener engagement

- Produced a beloved, long-running weekly radio program on the local NPR affiliate station, KBIA 91.3 FM
- Pitched weekly topics, identified and prepped guests, and conducted research and scripting
- Transitioned the show to a live, web-based radio program format with listener call-in and social media opportunities

Wisconsin State Journal, Staff Reporter. May 2009 to August 2009, Madison, WI

Reported front-page feature of six residents improving the world in their uniquely impactful way

- Covered the city desk, breaking news, and features for the state's second largest daily newspaper

American Health Information Management Association, Production Editor. May 2003 to May 2008, Chicago, IL

Developed an innovative line of on-demand digital products that introduced a new revenue stream

- Managed authors and freelancers and maintained ownership of all association publishing products

Mann Valley Excavating and Plumbing, Apprentice. June 1998 to August 2000, Hudson, WI

A most unique, rewarding endeavor that shaped my lifelong work ethic

- Apprenticed under a master plumber on septic system installation; passed Restricted Sewer Service exam

Education

University of Missouri, Missouri School of Journalism, Master of Arts, Journalism. 2010

Denver Publishing Institute, Full-Time Graduate-Level Publishing Program. 2002

University of Wisconsin – Madison, Bachelor of Arts, English. 2002

- Outward Bound International Leadership Semester. Appalachian Mountains, Florida Everglades, and Villarica National Park in Chile, 2000

Technical Expertise

- Proficient in web/digital platforms: HTML, Drupal, WordPress, Expression Engine
- Proficient with Google Analytics and SEO best practices
- Working knowledge of Adobe Creative Suite (InDesign)
- Proficient with social media campaigns on Facebook, Twitter, Instagram, YouTube
- Proficient in CRMs/marketing platforms: Mailer Mailer, Constant Contact, Salesforce, Microsoft Dynamics 365
- Proficient in Microsoft Office and SharePoint

Publications and Accomplishments

- [Capturing the Sun: A Roadmap for Navigating Data-Access Challenges and Auto-Populating Solar Home Sales Listings](#) (U.S. DOE SunShot Initiative with Lawrence Berkeley National Laboratory), 2017
- [A Guide to Video Distribution Sites](#) (Video for Change), 2014
- [Guide to Live Streaming Video](#) and [Guide to Mobile Video](#) (Video for Change), 2014
- [Unlocking the Value of an Energy Efficient Home: A Blueprint to Make Energy Efficiency Improvements Visible in the Real Estate Market](#) (Elevate Energy and National Home Performance Council), 2013
- Speakership, Wits Radio Academy at University of the Witwatersrand, Johannesburg, South Africa, 2011
- Alfred Friendly Fellowship (mentorship and media education to visiting Egyptian journalist), 2009
- University of Illinois Publishing Series, University of Chicago Graham School of General Studies, 2007