

# Melissa Mouriz Redon

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## Work Experience

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### Director of Event Marketing, Feathr | June 2019 - August 2020

- oversaw all event marketing efforts including the coordination of pre and post event outreach, creation and management of geofencing campaigns, and the design and implementation of sales and marketing strategies for a robust conference and tradeshow calendar, the launch of Feathr's own Digital Marketing Deep Dives and User Groups, and the creation and launch of Feathr's virtual event series, "The Response"
- worked cross departmentally to create holistic marketing strategy to maximize MQLs and SQLs
- assessed sponsorship and partnership opportunities, negotiated agreements, managed the implementation of sponsorships, and nurtured partnerships

### Development Director, Florida Springs Institute | April 2016 - June 2019

- planned and executed grassroots marketing efforts for all fundraising events including the annual fundraiser/gala, Into the Springs Music Festival, First Magnitude Brewery's Springs Run, Amazing Give, and Earth Day at The Great Outdoors; as well as for membership development, awareness, and educational programs
- nurtured donor relations and community partnerships; as well as fostered relationships with members, board members, vendors, and the greater Gainesville/ High Springs community
- developed programming including monthly educational events and Give Springs A Break, an alternative spring break program for college students and young professionals

### Director of Sales and Marketing, ELISA Technologies | August 2013 - April 2016

- created and implemented a comprehensive yearly marketing plan
- oversaw all components of tradeshow and conference presences, email and social media marketing campaigns, and product launches including box design, press release creation and distribution, and printed and digital asset creation
- served as company liaison to all international distributors and industry partners

### Marketing and Design Consultant | April 2010 - current

- create and implement marketing strategies including, but not limited to, creation and circulation of press releases, social media campaigns, email/mail campaigns, and quarterly/yearly marketing plans for a variety of local and national clients (updated client list available on LinkedIn)
- plan conference and tradeshow presences, golf tournaments, and other special events
- design logos, corporate identity packages, print and web ads, mailers, and brochures

## Education

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1999 - 2003 | Bachelor of Arts in Journalism and Communications  
University of Florida

2003 - 2005 | Associate of Science in Graphic Design  
Santa Fe College

2010 | Certificate in Tradeshow Marketing  
University of Illinois

## Skills

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- Project Management
- Brand Development
- B2B Marketing
- Event Marketing
- Partner Marketing
- SaaS Marketing
- Fundraising
- Digital Advertising
- Strategic Thinking
- Organization
- Adaptability
- Leadership
- Communication
- Emotional Intelligence