

# Melissa Day, PMP

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Certified PMP with over 20 years of experience in marketing, communications, design, and event management. Currently transitioning back into the workforce after a successful entrepreneurial journey, where I led business growth and strategic transformations. Eager to bring a unique blend of leadership, creative strategy, and project management expertise to a new role.

## Experience

### Founder & Owner / The Other Day Marketing

09/2018 – Present

Managed an extensive portfolio of clients across various industries, including these notable collaborations:

#### Marketing Associate / Royal Bliss Med Spa

- Developed and managed creative assets, including a website, print ads, social media, and email content ensuring that brand consistency resonates with their target audience.

#### Director of Marketing / iKadre, M&A Boutique Firm

- Rapidly developed expertise in Mergers & Acquisitions (M&A) to create targeted content, manage communications, and effectively engage with clients on complex industry topics.
- Initiated, planned, and executed a marketing strategy in HubSpot growing lead generation by 98%.
- Initiated, planned, and executed a comprehensive outbound and pitch deck strategy.
- Created strategic plans to support deal positioning, sourcing, process flow, and lead generation efforts.
- Positioned the founder as an industry thought leader with speaking engagements, educational webinars, social platform engagement, and an e-book making key recommendations to optimize brand.
- Achieved over 1.2K followers social channels and increased engagement and brand recognition by 100%.
- Led outside creative agency with a focus on creative design, resulting in innovative and engaging results.

#### Marketing Associate / The City of Liberty Hill

- Planned and executed a full enhancement to the website increasing user engagement by over 65%.
- Achieved over 5K followers with full collaboration of city stakeholders.
- Created and integrated marketing campaigns through social media, print, and community-wide events to enhance the City's transparency, involvement, and goodwill.

#### Lifestyle Director / CCMC, Community Association Management

- Initiated, planned, promoted, and executed a comprehensive event calendar for residents overseeing activities, themes, and budget. Oversaw implementation of community clubs, groups, and committees.
- Developed comprehensive content for community communications.
- Established and nurtured partnerships with local organizations and businesses to benefit residents, Board of Directors, and the overall community.

#### Marketing Associate / Cedar Park Reflexology

- Led the branding project for a new business designed to establish a cohesive and compelling brand identity.
- Designed and created the branding components including the logo, tagline, and brand board.
- Initiated and executed the design of the website including appointment settings, services, and staff photos.

### Founder, Owner, & Manager / Texas Taste LLC, Liberty Hill, Texas

07/2016 – 01/2022

- Malted Grains, an award-winning, full-service restaurant, received Best in Liberty Hill designation three years in a row and became a strong community anchor and partner during the worldwide pandemic.
- Attracted over 10K followers while building key relationships with Austin and Liberty Hill local media, businesses, and influences via television appearances and news and magazine articles.
- Managed employee hiring/firing, payroll, and training.
- Collaborated with other business owners and community leaders to increase reputation and growth.
- Planned and executed the successful sale of the restaurant in 2022.

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## Experience (con't)

### **Communications Consultant / Texas Assoc of School Boards, Austin, Texas** **02/2014 – 07/2016**

- Managed projects for departments increasing services awareness to members and stakeholders through marketing assets and events.
- Grew platform followers and engagement by 85% through a social media strategy with content and imagery.
- Presented on various topics and led strategic internal communications and outreach.

### **Production Manager / Liaison Creatives at Dell, Austin, Texas** **07/2011 – 09/2013**

- Led projects, team, and outside agencies through the complete lifecycle to deliver print and digital communications to multiple audiences in the United States and Canada.
- Collaborated with external agencies, stakeholders, and partners to provide direction on campaign expectations.
- Provided thorough and timely feedback to the team and stakeholders using negotiation methods when appropriate to increase scope, budget, or time.

### **Associate Education Consultant / Charles Schwab Company, Austin, Texas** **08/2007 – 06/2011**

- Consulted and educated over twenty client sponsors to help meet their needs by developing and preparing 401(k) materials to provide financial fitness to plan participants.
- Worked closely with departments and internal teams to obtain knowledge of plan details, changes, and core content to communicate to a larger and less knowledgeable audience.
- Wrote, updated, and ensured the quality of client specific 401(k) plan enrollment literature and related materials while expediting an education calendar.

### **Director of Communications / Texas Chemical Council, Austin, Texas** **10/2000 – 07/2007**

- Developed and managed editorial content containing information and activities that communicated and increased awareness to media and government representatives, industry members, and the general public.
- Managed aspects of the monthly printed publication including a schedule, stakeholders, and distribution.
- Served and led assigned TCC committees. Initiated and executed committee meetings, events, award ceremonies, activities, and functions.

## Skills

- **Marketing:** Brand Identity, Strategy, & Alignment, Print & Digital Campaigns, Design, Social Media Platforms, E-Commerce, Content, Print Production, Layout & Design, Design Process, AI, Creative Work
- **Project Management:** Predictive, Hybrid & Agile Methodologies, Budget & Cost Analysis, Stakeholder Management, Effective Communications, Team Alignment, Risk Management, Collaboration, Negotiation, Contract Management, Risk Analysis & Management, Change Management
- **Event Management:** Create, Develop, Initiate, Plan and Execute, Budget Management, Close and Lessons Learned, Stakeholder / Vendor / Exhibitor / Speaker Management, Control Costs
- **Software:** Adobe Creative Suite, Project Mgmt Software, ChatGPT, Google Suite, Microsoft Office, Zoho, HubSpot & Other CRMs, Website Platforms, Workplace Collaboration Tools

## Education & Certifications

- Project Management Professional (PMP), Project Management Institute, 10/2024
- Google Project Management, Coursera, 07/2024
- West Texas A&M University, Canyon, Texas / Bachelor of Arts Mass Comm & Public Relations, 05/1997