

# MELISSA GEE

MARKETING & COMMUNICATIONS SPECIALIST

## PERSONAL PROFILE

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A professional and ambitious marketing specialist with a background in web content and editing, and more than 4 years of experience in healthcare marketing and communications.

## CONTACT DETAILS

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Phone: 801-636-8654

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Website: melissagee.weebly.com

Salt Lake City, UT

## SKILLS

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- Microsoft Office
- Adobe InDesign, Photoshop
- WordPress, Cascade, Drupal
- HTML and CSS
- SEO
- Social media
- Project management
- Copyediting

## WORK EXPERIENCE

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### MARKETING & COMMUNICATIONS SPECIALIST

#### Intermountain Healthcare, 2021-present

- Assisted in researching, writing, editing, producing, and distributing various communications for internal and external audiences.
- Developed new processes for the creation of healthcare marketing materials (both print and digital) used to promote new providers and clinics in Utah, Colorado, and Montana.
- Worked with marketing managers to plan and execute marketing strategies promoting healthcare services to patients statewide.

### WEB CONTENT SPECIALIST

#### University of Utah Health, 2018-2021

- Wrote, edited, and published web content for both clinical and academic audiences.
- Led a team in the migration and QA of web content on over 40,000 pages and 5 domains.
- Developed proficiency in both Cascade and Drupal to create and maintain web pages.
- Managed collaboration between subject matter experts and freelance writers to ensure creation of informative, user-friendly content within project deadlines.

### JUNIOR BLOG EDITOR

#### FamilySearch, 2016-2018

- Coordinated with writers, copyeditors, and translators to create content for the FamilySearch blog.
- Wrote SEO-optimized content highlighting new features and campaigns on FamilySearch.org.
- Wrote engaging copy for FamilySearch social media accounts.
- Prepared, formatted, and published blog articles using WordPress.

## ACADEMIC HISTORY

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### BRIGHAM YOUNG UNIVERSITY

#### Bachelor of Arts in English Language, 2014-2016

- Minor in Editing
- GPA: 3.75