



Melanie Russo

-  40 Pettaquamscutt Ave
Narragansett, RI 02882
-  melanierusso20@hotmail.com
-  (860)377-1559
-  <https://www.linkedin.com/in/melanie-russo-99066b203/>

PROFILE

A focused and driven marketing professional thriving in creating innovative content with a detail-orientated mindset. Experienced in social media marketing and customer service, aiming to bring company success through brand awareness and strategic growth.

SKILLS

- Efficient with Canva, MailChimp, Constant Contact, Adobe Illustrator, Social media, certified in Sprout Social Oct 2021
- Motivated and driven to achieve goals
- People orientated, ability to work with a team
- Excellent oral and communication skills
- Reliable, hard working, attention to detail
- Ability to multitask
- Strong work ethic, research, content development and analytical skills

WORK EXPERIENCE

BUSINESS DEVELOPMENT COORDINATOR

CORE Higher Education Group

Dec 2021-Present

- Lead generation & appointment setting
- Sales pipeline management
- Maintain detailed account records/notes in CRM system
- Attain and surpass assigned sales and marketing goals

MARKETING INTERN

Edge Realty-Narragansett RI

May 2021-Aug 2021

- Create marketing campaigns to promote brand
- Manage social media
- Advertised company's listings
- Create designs with Canva for social media, email marketing and blogging.

PATIENT CARE COORDINATOR

Arrowhead Dental Associates- Charlestown, RI

Dec 2018-Nov 2021

- Overlook and maintain doctor's schedule
- Call patients to coordinate appointments and assist with insurance and financials
- Consult patients one-on-one regarding their treatment-prepared financial agreements and managed pre-authorizations.

EDUCATION HISTORY

Bachelor's in Marketing & Minor in Business Administration

Jan 2020-Dec 2021

Salve Regina University- Newport, RI

- Cumulative GPA 3.7

General Studies Associate's

May 2018-Dec 2019

Three Rivers Community College- Norwich, CT

AWARDS

Member of Phi Kappa Honor Society