

# Melissa Ung

melissajaneung.com

e: melissajaneung@gmail.com | c: (775) 771-7739

## WORK EXPERIENCE

### MARKETING ASSOCIATE - *STEP2 (part-time)*

February 2020 to present

- Developing social media strategy and creating engaging relevant content
- Providing event support during main fundraising events

### EVENT COORDINATOR - *The Great Reno Balloon Race (full-time)*

March 2019 to present

- All aspects of administration, event planning and management of the legacy event
- Oversee all event operations in collaboration with the Executive Director
- Developing and implementing social media strategy

### FOUNDER - *MelJane Media*

August 2017 to present

- Freelancer and independent contractor providing digital marketing and event services
- Previous clients include: Change Media Co. (*Michelle Crumley, Patty Duhamel, N2 Publishing - The Arrow and Red Hawk Living*), About Town Deb, Molly Ho Studios, Dr. Candrice Heath, My Sister's Beauty, G8 Strategies, Skin Symmetry Aesthetics, RAD Strategies (*Hot August Nights, Aviation Roundup, Virginia City, Cemetery Gin, Visit Carson Valley, Piper's Opera House, Miles Construction*)

### CONTRACTOR - *The Abbi Agency*

MEDIA RELATIONS SPECIALIST - September 2019 to November 2019

SOCIAL MEDIA CONTENT CREATOR - August 2017

### COMMUNITY COORDINATOR - *Yelp Reno*

July 2019 to November 2019

- Social media management and small events support

### SENIOR DIGITAL AND SOCIAL MEDIA COORDINATOR - *THE ROW Reno*

August 2018 to February 2019

- Designed and implemented social media strategy to align with business goals and to reach above industry social media engagement standards
- Collaborated with internal clients to manage reputation, identify key players, and coordinate actions

### DIGITAL AND SOCIAL MEDIA COORDINATOR - *THE ROW Reno*

August 2017 to August 2018

- Developed and managing weekly or monthly giveaways
- Monitored online presence of properties to engage with customers and strengthen relationships
- Assisted in the launch of THE ROW Reno through social media channels

### INTERN - *Biggest Little Group/BLG Agency*

May 2016 to September 2016

- Social media management - Facebook, Twitter and Instagram
- Research development, media monitoring, calendar submissions

## Education

Bachelors of Arts in Journalism,  
Minor in Psychology  
University of Nevada, Reno  
August 2013 to May 2017

Master in Business Administration,  
Emphasis in Entrepreneurship  
University of Nevada, Reno  
January 2023 to present

## Certifications

Certificate in Principles of Public Relations  
(CPPR)

## Skills

Event Planning + Management  
Social Media Consulting  
Social Media Strategy + Management  
Content Creation  
Event Coverage  
Research Development  
Microsoft Office  
Photography  
Photoshop + Lightroom  
Final Cut Pro  
Wordpress

## Social Media

Facebook | Instagram | Twitter | TikTok  
@melissajaneung

LinkedIn  
www.linkedin.com/in/melissajaneung

# COMMUNITY INVOLVEMENT

## Nevada Young Alumni Chapter

May 2017 to present

### ***-President - January 2022 to present***

- Volunteer Position

### ***-Vice President of Marketing - December 2018 to December 2021***

- Volunteer Position

- Creating social media content calendars to highlight different aspects of the chapter

- Providing all public relations for the chapter - for both events and general notices

- Keeping the website updated

## Public Relations Society of America - Sierra Nevada Chapter

January 2022 to July 2022

### ***-Co-Vice President of Programming***

- Volunteer Position

- Planning event logistics such as timelines, securing event space, creating social media and newsletter promotion for event and more

January 2020 to December 2021

### ***-Vice President of Student Relations***

- Volunteer Position

- Serving as liaison between the professional and student chapters

- Coordinating the mentor program and mixers with the student chapter

- Providing board development guidance to the student chapter