

ALEXANDRIA MELVILLE

Tacoma, WA | 564-444-0793 | alexmelville24601@gmail.com | www.linkedin.com/in/alexandria-melville

SUMMARY OF QUALIFICATIONS

Digital Marketing Specialist with proven success driving full-funnel marketing strategies, managing high-converting Meta and Google Ads, and producing multi-platform content that accelerates brand growth. Experienced in analytics, KPI reporting, SEO, CRM management, and marketing automation. Demonstrated ability to increase social reach by 595% and video views by 4,800% over 5 months through data-driven optimization and trend-aligned creativity. Skilled in campaign management, brand transitions, podcast production, and cross-functional collaboration. Known for delivering measurable results, elevating brand presence, and executing creative marketing that converts.

EDUCATION

Bachelor of Arts in Business Administration, Marketing

University of Washington, Tacoma, WA, Milgard School of Business

SKILLS

Digital Advertising: Meta Ads Manager, Google Ads, A/B Testing, Retargeting, Long-Run Ad Campaigns

Analytics & Reporting: Google Analytics 4 (GA4), KPI Tracking, Insights Reporting, Data Storytelling

Content Creation: Canva, Capcut, Filming, Photography, Podcast Production

Marketing Tools: HubSpot, Mailchimp, Marketing Workflows, Meta Business Suite

SEO & Web: Keyword Research, On-Page SEO, Website Design and Optimization, Google Business

Social Media: Instagram, Facebook, Pinterest, LinkedIn, YouTube, Multi-Platform Strategy

CRM & Operations: Salesforce, HubSpot, Total Expert, Jungo, Lead Management

Other: Copywriting, Email Marketing, Brand Strategy, Event Marketing, Project Coordination, Client Care

WORK EXPERIENCE

Marketing Director, Client Care Coordinator, Administrative Assistant

The Fornerette Team, Synergy One Lending, Tacoma, WA

August 2025 to Present

- Manage full-funnel digital marketing across Instagram, Facebook, LinkedIn, Meta Ads, Google Ads, and email, generating high-converting campaigns for the team, neighborhood developers, real estate agents, and business partners.
- Increase social media performance by 595% in accounts reached, 4,800% in Instagram views, and 66,100% in content interactions over 5 months through strategic content planning, trend-driven creativity, analytics-driven optimization, and platform-specific engagement strategies across six channels. Track KPIs and analytics across all marketing channels; present performance insights to leadership and adjust strategy accordingly.
- Produce, design, and promote a successful AI-built podcast, including branding, scripting, editing, and advertising.
- Lead recruiting campaigns for Loan Officers and Loan Officer Assistants on LinkedIn and Indeed, including resume review, candidate organization, and outreach messaging.
- Coordinate and teach agent education programs, including curriculum design, event logistics, and promotional campaigns.

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- Manage all client and agent gifting, milestone recognition, and appreciation initiatives to strengthen brand loyalty.
- Support marketing and communications during parent-company transitions, ensuring brand consistency and clear messaging.
- Maintain CRM databases, oversee follow-up campaigns, and support lead retention strategies.
- Provide executive support, including scheduling, inbox management, expense reporting, vendor coordination, and coordinate logistics for cross-country team travel, dining, and vendor relations.

Tutu Teacher

Tutu School Tacoma, Tacoma, WA

November 2024 to August 2025

- Build strong relationships with families by serving as the primary point of contact for class inquiries, program recommendations, and studio guidance, and converting leads into enrollments.
- Drive sales of retail items, class packages, and seasonal offerings by understanding client needs and highlighting benefits, increasing per-family revenue and repeat purchases.
- Manage daily studio operations, including opening/closing procedures, enrollment management, attendance records, payment systems, and maintaining a clean, welcoming environment.
- Lead classes for students ages 6 months to 6 years, demonstrating strong classroom management, leadership, and the ability to engage diverse age groups.

Marketing Coordinator

Husky Volunteers, UW, Tacoma, WA

April 2024 to October 2024

- Promote events through multi-platform outreach, including social media, email, and in-person tabling, resulting in increased student participation and awareness of Husky Volunteers programs.
- Oversee the DubNet landing page, including content updates, layout improvements, and student-focused messaging to increase visibility and engagement with volunteer opportunities.
- Design and launch successful, complete rebrand to better align with student values and tastes.
- Develop branded assets and ensure consistent visual identity across print, digital, and social channels.

Marketing and Communications Intern

GapFundr, Tacoma, WA

January 2024 to March 2024

- Audit social media platforms and create detailed plans for adjustments.
- Design social media post templates by platform to introduce the company and mission.
- Brainstorm outreach methods, mind mapping, and collaborate with all team members.
- Develop surveys to position the brand to specific demographics of students and investors.

CERTIFICATIONS

Social Media Marketing Certification- HubSpot Academy 2023

COMMUNITY SERVICE

Violinist, Calvary Community Church

VBS Instructor, Fruit Cove Baptist Church

Blanket Maker, Navy-Marine Corps Relief Society