



Melinda McNamara

Freelance writer

CONTACT

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WEBSITE

WordsWriteNow.com

EDUCATION

Bachelor of Science
Home Economics and Mass
Communications
Kansas State University

PROFESSIONAL EXPERIENCE

Freelance writer and marketing consultant

2005 – Present

- Deliver strategic ideas, solid content and smart solutions for all communications channels – digital, print, video, broadcast
- Manage client relationships with local, national and international businesses in various industries, including health care, higher education, financial services and manufacturing
- Collaborate with clients to build strategies, define audiences, create messages and inspire action for B2C and B2B campaigns
- Provide on-message content for websites and social media, print and broadcast ads, sales collateral, PowerPoint presentations
- Manage content for complex websites in various CMS programs
- Lead workshops and seminars on effective business communications

Instructor

Indiana University-South Bend Extended Learning Services

2009 – 2015

- Taught continuing education classes on business communications and effective writing skills for the workplace
- Prepared lesson plans for 8-module course
- Engaged students in interactive learning environment

Account manager/Creative writer

Various advertising and public relations agencies

1993 – 2005

- Managed multiple client relationships in a wide variety of industries
- Developed strategic marketing communications plans
- Created solid content for marketing materials, including print collateral and websites
- Recognized for on-time delivery of projects with on-target messages

SKILLS

Proficient in word processing software, content management systems and project management programs

- * Writing
- * Editing
- * Proofreading
- * SEO/Content marketing
- * Web content management
- * Project management
- * Marketing strategy
- * Business development