

MELESSA NEGRON

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EDUCATION

Grace College, Winona Lake, IN
Bachelor of Science, May 2009
Majors: Business Administration; Marketing
Minor: Information Technology

EXPERIENCE

Marketing & Web Administrator Marilyn's Bakery Hobart, IN June 2008-Current

Promoted, planned, and organized events and sales through hand-coded emails, webpages, the production of flyers, brochures, invitations, press kits, and press releases. Created and optimized graphics in Photoshop, InDesign, Illustrator, and Flash. Made substantial content additions and alterations to website through hand-coded HTML. Added a large online ordering system through Google Checkout and Mercantile which boosted sales and cut costs. Introduced SEO, Google Analytics, and Google Apps. Computer hardware, software, and networking support. Mobile device sync and support.

Web Administrator Johnson's Farm Produce Hobart, IN August 2008-Current

Sole builder of current new website from the ground up. Hand-coded HTML, CSS, PHP, and JavaScript. Integrated SEO, Google Analytics, and Google Apps. Created and optimized graphics in Photoshop, Illustrator, and Flash. Created online ordering system with payments through Paypal and Google Checkout.

Administrative Assistant Memorial Hospital of Sweetwater County Rock Springs, WY Summer 2006 & 2007

Assistant to the departments of Human Resources, Administration, Quality and Accreditation, and Case Management. Converted hospital's quality statistics into information understandable to the public. Presented statistics graphically and fielded requests from various departments to display them throughout the hospital. Regularly covered phones and greeted visitors to the office of the CEO, CFO, and Marketing Director. Took on the much over due task of converting files into PDF format and uploading them to the hospital's intranet using Joomla. This resulted in much quicker access to critical information for doctors and other hospital staff. Assisted the Manager of Marketing with the county fair display. Brainstormed ideas with a co-worker to improve and spread the image of the hospital. Marketed the hospital and communicated its programs and services during the county fair. Managed the hospital personnel files that were in extreme disarray. Demonstrated strong organizational skills sorting through decades of old files. Revised system of filing personnel materials according to financials, medical claims, applicant information, and continuing education/certifications. Effectively diffused complaints by personnel via phone and in-person while changing health insurance carriers. Helped identify additional advertising outlets to attract talent to the hospital.

SKILLS

HTML, CSS, PHP, MySQL, Joomla, SEO, Adobe CS4 (Photoshop; InDesign; Illustrator; Flash; Dreamweaver; Fireworks; Bridge; Acrobat), Office (Access; Excel; PowerPoint; Project; Visio; Word), iWork, Mac OS X(10.5/10.6), Linux(Suse/LFS), Windows(XP/Vista/7), Marketing Research, Public Relations, Sales, Bilingual(Spanish)

SITES

www.marilynsbakery.com

www.johnsonsfarmproduce.com

www.melessanegron.com