

Melissa Jackson Brister

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Profile

Professional
Team Player
Creative
Detail-oriented
Deadline-oriented
Motivated
Problem Solver

Skills Summary

Public Relations/Marketing
Copy Writing and Copy Editing
Graphic Arts/Web Design
Project Concepts/Support Materials
Fund Raising/Grant Writing
Professional Presentations
Written Correspondence
Feature Writing/Editing
Newspaper Layout and Design
Office Management

Computer Skills

Adobe® IN Design®
Adobe® Photoshop®
DreamWeaver™
WS-FTP Pro®
Swish®
Microsoft® Word
Microsoft® Outlook
PowerPoint

Education

Three years toward Communications
Degree

Online Writing Examples

melissajacksonbrister.com/published.htm

Online Graphic Design Portfolio –

melissajacksonbrister.com/mjbportfolio

Summary of Qualifications:

Writing/Graphic Design/ Marketing /Communications/ PR. Detail and deadline oriented, I am a motivated problem solver with fifteen plus years of experience in writing, graphic design, and public relations/marketing.

Writing/Marketing/Problem Solving

- Currently provide copy writing, editing, and graphic design for Carpe Diem Community Solutions. Web writing for several local sites and advertising concept, design and messaging. Freelance writer, articles published in *Panama City Living* (2010) *Wiregrass Living Magazine* (2003-04), *The News Herald*, *Waterfront Living*, and ghostwriter for on-line column. Freelance Marketing/PR for Visual Arts Center for four years. Co-authored grants and created fundraisers.
- Gulf World Marine Park: Restructured marketing plans for community partners, improved media visibility through increased radio, TV live shots, print advertising and copywriting . Designed and implemented Holly Fair for Gulf World marketing bundle that increased revenue by 700%.
- Greater Downtown Association, Inc. (GDA) and Visual Arts Center: Planned and coordinated media for downtown event Celebrate Downtown...1999 and 2000.
- Produced press releases, media events, and posters. Facilitated positioning of Celebrate Downtown as an annual event. Negotiated a \$45,000 value ad package (radio, TV, and print) donated to event. Coordinated radio, TV, print and publication of a sixteen-page specialty tabloid with *The News Herald*.

Communications/ Presentations/Technology

- Freelance Graphic Design for CDCS, Channel 13, Fox TV, Bay Medical Hospital, Advantage Title, NWFL Surgery Center, Chamber of Commerce, Downtown Improvement Board, *The News Herald*, *Emerald Coast Black Pages*, City of Panama City, and small businesses.
- Copy writing, graphic design for print and Web, including posters, sponsorship presentations, and collateral material for Gulf World, Visual Arts Center and GDA.
- Graphic design and layout for county funded monthly tabloid with a 35,000 circulation.

Developed and wrote Profiles in Education (series on teachers, administrators, and programs)