

MELISSA BARRETT

Digital Marketing Specialist

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EDUCATION

Digital Marketing Certificate

General Assembly

2020

Bachelor of Arts

Humboldt State University

2008 - 2012

SKILLS

Digital Marketing
Strategic Media Planning
Digital Activation
Reporting
Microsoft Office
Team Building & Mentorship
Crisis Management

CERTIFICATIONS

Google Ads Video (YouTube)
Google Analytics
Meta Blueprint
TikTok Academy
Snap Focus

ABOUT ME

I am a certified Digital Marketing Specialist. I currently focus on Paid Social advertising, however, my team launches integrated media plans for clients and I am savvy in the overall integrated media planning process. I am passionate about digital marketing and find joy in keeping up to date on the latest trends. Stemming from my passion for marketing, I have acquired strong project management, strategic thinking, data analysis, and media planning skills. I thrive in fast-paced environments requiring close attention to detail and strong communication skills.

WORK EXPERIENCE

September 2023 - Present

Deutsch LA | Los Angeles, CA

Media Supervisor, Performance

Lead a Paid Social team; Develop full-funnel performance-driving campaign strategy for clients in the Finance and CPG verticals; Launch and optimize campaigns across Meta, YouTube, TikTok, and Pinterest; Develop and present media plans to clients; Provide weekly updates to client during status meetings; Create performance reports; Oversee billing and budget management; Administer team trainings

October 2022 - September 2023

Senior Media Planner

Planned strategic performance-driving campaigns for 3 CPG brands; Launched and optimized campaigns across Meta, TikTok, Pinterest, Snapchat, and Twitter (X); Developed and presented media plans to clients; Trafficked tags; Created performance reports; Oversaw billing and budget management

January 2022 - October 2022

Performance Media Planner

Planned and activated paid social campaigns promoting 2 CPG brands across Facebook, Instagram, Pinterest, Snapchat, and TikTok; Coordinated monthly billing and managed budgets; Pulled weekly campaign pacing; Recommended optimizations

May 2021 - January 2022

Hearts & Science | Remote

Assistant Strategist

Developed and maintained paid social campaigns to promote Warner Bros Theatrical domestic releases on Facebook, Instagram, Twitter (X), Pinterest, Snapchat, and TikTok; Managed monthly billing; Trafficked tags; Pulled daily campaign pacing

May 2020 - May 2021

BLANKSPACES Coworking | Santa Monica, CA

Marketing Coordinator

Created email campaigns using MailChimp; Provided Google Analytics reports; Managed organic social media accounts on Instagram, Facebook and Twitter (X); Created content using Canva; Updated online inventory listings using Google My Business and FindWorkSpaces.com; Assisted the Marketing Manager as needed