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Melissa Phonekeo

EDUCATION/CERTIFICATION

Augsburg University, Minneapolis – *B.A. Marketing*

Fall 2019

In progress with only one credit left.

Google Ads – *Search Certification*

Fall 2018

EXPERIENCE

Dakota Growers Pasta Co., New Hope – *Receptionist (contract)*

JANUARY 2018 – PRESENT

- Receive, organize, and scan documents into appropriate electronic locations per standard operating procedures.
- Manage daily and weekly overtime postings for union population, in accordance with collective bargaining agreement.
- Support Operations, HR Coordinator, and Quality Assurance function in processing documentation, filing and record keeping.
- Compile paychecks for distribution and update paycheck distribution form.
- Maintain office supply inventory and place requisition orders for office supplies in the MP2 system.
- Answer multi-line phone system and direct callers to appropriate destination.
- Receive and sign for deliveries, and open and distribute mail daily.

Bullseye Media-LLC, Minneapolis – *Account Executive*

OCTOBER 2018 – NOVEMBER 2018

- Created & presented PowerPoint presentations.
- Used and Managed Google Ads and Analytics for clients.
- Wrote daily blogs for client websites.
- Created and delivers marketing emails for clients via Mailchimp.
- Generated leads for new markets.
- Created ad & targeting campaigns for clients.

Nilfisk, Brooklyn Park – *Industrial Analyst & Data Management (contract)*

MARCH 2017 – OCTOBER 2018

- Created PowerPoint presentations for Product Management and Tech Services team.
- Created Word documents for warranty comparisons, modularity comparisons, internet research and recreating documents VP Market Product Management.
- Created training instructional videos with Tech Services for NilfiskU.
- Managed product database via Product Information Management (PIM) system for new website launch.
- Acted as a liaison for between U.S. team and Denmark team for website launch.
- Created competitor comparison spreadsheets.
- Managed parts categorization and price comparison in order to adjust pricing on parts for the upcoming year.

Polaris Sales Inc., Plymouth – Admin Support (contract)

FEBRUARY 2017 – FEBRUARY 2017

- Organized and filed un-receivable recall letters and postcards.
- Created excel spreadsheets for un-receivable recall letters and postcards.
- Assisted warranty department with entering data for claim pre-approval.
- Made outbound calls to dealerships throughout the United States and Canada following up on aged cases.

Clear Channel Communications Inc., St. Louis Park – Promotions Intern

AUGUST 2013 – DECEMBER 2013

- Promotional Event Planning and Implementation through setting up and assisting music artists during Studio.
- C performances, meet-and-greets, concerts and events (KDWB's Jingle Ball, Cities97 Sampler Release Party).
- Public Relations/Client Relations by calling winners, offered assistance and answered questions regarding promotional contests.
- Working with Programming and On-Air Talent (Dave Ryan, Falen, Steve-0, Lucas, Paul Fletcher).
- Live Remotes/Broadcasts with on-air talent at Minnesota State Fair and Cities97 Sampler Release.
- Contesting / Merchandising advertising/selling merchandise and contest at Minnesota State Fair and local events.

Three Sisters Eclectic Arts, St. Paul – Marketing Intern

MAY 2013 – JULY 2013

- Managed website for better readability and visitor navigation.
- Managed all social media profiles to help create an online presence.
- Wrote press releases regarding company news.

North Ridge Health and Rehab, New Hope – Nutrition Services Supervisor

JUNE 2013 – JANUARY 2017

- Interviewed and hired potential new employees.
- Managed employee scheduling.
- Communicated directions and ideas to staff.
- Effectively resolved problems and conflicts.

- Filed documentations regarding staff (i.e. pay check error, absences).

PROJECTS

Eat Street Social, Minneapolis – *Marketing Research*

JANUARY 2013 – MAY 2013

- Prepared and conducted surveys questions to gain customer insight.
- Documented an easy-to-read booklet with results and findings of research.
- Provided suggestions to increase customers on both locations based on research.

Venture North Bikes & Coffee, Minneapolis-St.Paul – *Marketing Management*

JANUARY 2013 – MAY 2013

- Created a spring marketing campaign to promote small shops and community.
- Consulted owners on what marketing campaign would work best for Venture North.
- Collaborated closely with Venture North to ensure that the campaign stayed on track and aligned with marketing campaign.