

# Mechelle Martz-Mayfield

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## Core Competencies

- ♦ Adobe Creative Suite
- ♦ Content creation/Copywriting
- ♦ UX Testing/Focus Groups
- ♦ Public Speaking

## Professional Experience

### COMMUNICATIONS MANAGER/DIRECTOR

#### THOMPSON SCHOOL DISTRICT, Loveland, CO

*Planning Assistant/ Safe Routes to School Coordinator, JULY 2014 – current*

##### **Planning Assistant**

- ♦ Quality control for copy, content and design of communications. Establishing tone with word choice and phrasing, providing feedback on design features and white space, evaluating informational and instructional documents for clear messaging.
- ♦ Design of informational materials for presentation to community and board, as well as internal documentation elements, for evaluation and decision-making.
- ♦ Update and maintain meeting minutes, create monthly and weekly meeting schedules, contact point for members of the master plan committee and community members.
- ♦ Collaborating with departments and working regionally with improvement of data collection, consistency and sharing options.

##### **Safe Routes to School Coordinator**

- ♦ Continuously establishing connections and researching opportunities to improve the urban and rural environments for safer walking and biking for students and community.
- ♦ Liaise with city traffic departments, public works, and school administration on best practices, updates on current projects, and collaboration opportunities.
- ♦ Manage and respond to incoming community requests, complaints, and issues concerning child and pedestrian safety, traffic flow, and crossing guards.
- ♦ Analyzed existing educational program with existing data to determine efficiencies and inconsistencies, provided insight into the effectiveness. Created successful grant application by identifying educational lapses and needs.
- ♦ Utilize data, community feedback, polls, and program research to identify new processes and develop new educational procedures and manual for teaching bike safety within the district; streamlined training and teaching operations and scheduling
- ♦ Oversee inventory of promotional items and collateral, placing orders, and identifying relevant and new swag for students, parents, and schools.
- ♦ Creation, adoption and maintenance of all assets, printed materials, branding, presentations, images, videos, signage and technical documents

#### MAMA PR, Loveland, CO

*Freelancer Public Communications Professional, Aug. 2011 – Dec.2018*

- ♦ Produced weekly content blogs for over 30 accounts, establishing tone, creating for SEO and keyword search under Madwire Marketing.
- ♦ Created and maintained editorial list for online calendar postings, social media posts and press releases for nonprofit events such as the Lake to Lake Triathlon, The Governors Invitational Art Show & Sale, and the Pelican Fest Triathlon
- ♦ Established regional and national coverage through media connections and press release distribution for DataTraks business developments in China and awareness for NoCO Hemp Expo and ADAPT School of Mines program while freelancing under Shannon Marketing Communications.

#### NOCO SHORT BUS TOURS, Loveland, CO

*Owner, Tour Operations, July 2013 – September 2017*

- ♦ Established branding and collateral. Worked with agencies to create logo and developed marketing assets.
- ♦ Created a comprehensive business plan for presentation to investors and vendors and developed relationships with over 25 regional brewing companies.
- ♦ Partnered with local businesses on establishing yearly local events. Lead meetings and established communication guidelines for events and tours.

- ♦ Integrated online marketing strategies with scheduled advertising and social media posts. Created and established website for point of sale and tour information.
- ♦ Worked with local news outlets – received feature articles in Fort Collins Coloradoan and Loveland Tourism brochure.
- ♦ Established tour schedules and creative formats, worked with businesses on unique promotional options and packages.
- ♦ Prepared operations reports, maintenance schedules and documents for Public Utilities Commission and Department of Transportation.

### **THOMPSON EDUCATION FOUNDATION, Loveland, CO**

*Resource Development Associate, Sept. 2007 – July 2011*

- ♦ Oversaw and transformed foundation branding and messaging into smart, effective copy that conveyed foundation objectives, while upholding a consistent level of quality with new logo and branding materials.
- ♦ Established foundation presence within the community by creating foundation’s first website, establishing social media accounts, implementing an e-newsletter and mailing list, and launching an annual report – efforts resulted in better communication, visibility and top-of-mind awareness of the foundation throughout the community and school district.
- ♦ Created and managed a 350+ attendee Education Appreciation Breakfast to gain public awareness about a foundation teacher grant program, delegating event tasks, attaining event sponsors, coordinating event speakers, managing and negotiating contracts, creating posters, emails, invitations, marketing materials and donation materials.
- ♦ Assisted with the establishment of the Berthoud Bash auction and gala, raising \$50K in the first year by managing donations, creating press releases for local news outlets, promoting through foundation and district website and social media outlets, assisting with auction event registration coordination and point of sale system.
- ♦ Awarded \$600K by writing a successful infrastructure grant and raised \$120K through community groups and golf event to rebuild Loveland HS swimming pool. Developed and maintained donor, business, and civic partnerships.
- ♦ Established first Thompson Education Foundation internal giving campaign. Developed “20 for 20” campaign and presentation materials, created and distributed donation brochure, posters, and district wide emails, coordinated with district administration and principals to make presentations to teachers and school board.

### **Education**

#### **COLORADO STATE UNIVERSITY, Fort Collins, CO**

*Master of Science Public Communications & Technology, May 2009*

- ♦ GPA: 3.4/4.0
- ♦ Thesis published 2009: Public Relations Journal Vol 3 No.4, Filmmakers as Social Advocates – A New Challenge for Issues Management: Claims-making and Framing in Four Social Issue Documentaries.

#### **UNIVERSITY of NORTHERN COLORADO, Greeley, CO**

*Bachelor of Arts Mass Communications/Minor Theater Arts, August 2000*

- ♦ GPA 3.2/4.0
- ♦ Camera operator for UNC/Greeley Jazz Festival
- ♦ Arts journalist for UNC Mirror
- ♦ Content creator for CocktailTimes.com

### **Additional Skills**

- ♦ Microsoft Office Suite, Adobe CS, Google aps suite
- ♦ Media production management: print, radio, film, television
- ♦ ArcGIS mapping, data and trend analysis

### **Memberships, Honors, and Certifications**

- ♦ 2018: CPR/AED Certified
- ♦ 2018: Child Passenger Safety Technician Certified
- ♦ 2015 - present: SAFE KIDS Larimer County – member and 2017/2018 Vice President
- ♦ 2014 - 2017: City of Loveland Affordable Housing Commissioner
- ♦ 2010: Loveland Chamber of Commerce Star Award