



MELANIE GAPANY

EDITORIAL & MARKETING

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melaniegapany.com

BIOGRAPHY

Miami-based writer and digital marketing specialist. My expertise lies in providing engaging copy and comprehensive editorial support in order to facilitate communications and streamline processes. In my spare time, I write haikus about bacon and sing to my dogs.

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EXPERIENCE

EDITOR/WRITER

Various Clients | April 2011 -Present

Produce, proofread, and edit web content, copy and business documents including business plans, white paper, ad copy, social media pages, collateral, articles, etc.

DIGITAL MARKETING SPECIALIST

Various Clients | April 2013 -Present

Analyze marketing opportunities and develop penetration and implementation strategies including SEO, social media, content marketing, email marketing, PPC and SEM. Graphic design for web and print

EXECUTIVE ADMINISTRATIVE ASSISTANT

Kiliwatch, Inc | April 09 - Feb 13

Maintain showroom, vendor communication, marketing and advertising coordination, place orders and manage import and disputes, customer account maintenance.

SALES ASSISTANT

The Enhance Group | Aug 06 - Jan 09

Maintain customer inventory levels, resolve disputes, prepare art for advertising, led the creation of the Brazilian affiliate including branding, policies and marketing.

ADDITIONAL EXPERIENCE

Miami International Film Festival | 2013-2016
Theater Management - Regal South Beach, Tower Theater

Miami Alive | 2012-2015
Editor in Chief, Photographer

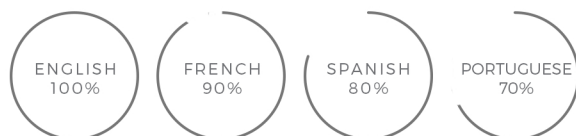
Nightlyfe.com | 2011
Project Coordination, Editor in Chief, WMC Guide

Smile for Camera | 2008-2012
Editor in Chief, Photographer

LANGUAGE SKILLS

Born in Brazil. Learned French in private school.

Learned English and Spanish in the US.



EDUCATION

BACHELOR'S DEGREE

University of Central Florida | 2013
B.A. in English/Creative Writing

ASSOCIATE'S DEGREE

Miami Dade College | 2004
A.A. In English/ Education

REFERENCES

Christian de Mazieres | CEO at Kiliwatch, Inc.
+305 798 2318 | demazieres@aol.com

Nicole Pritchett | OWNER at Drinkhouse Fire & Ice
+305 297 8534 | nicole.pritchett@gmail.com

SKILLS

English Language 
Adobe Suite 
MS Office 
HTML 