



MELANIE GAJEWSKI

- 774-200-4299
- melaniegajewski92@gmail.com
- www.Melanie-Live.com
- Dudley, MA 01571

SKILLS

- Communication
- Collaboration
- Creativity
- Innovation
- Organization
- Problem-Solving
- Attention to Detail
- Leading Groups
- Storyboarding
- Content Creation

EXPERTISE

- Curriculum Development
- Visual Communications
- Teaching / Public Speaking
- Brand Development
- Graphic Design
- Web Development
- Video Production
- Multimedia Production
- Business Management
- Mindful & Contemplative Practices

PROGRAMS

- Microsoft Office
- Canvas
- Moodle
- WordPress/HTML
- Social Media
- Final Cut Pro X
- Adobe Creative Suite

AWARDS

- Industry & Consistent Application 2014
- Who's Who Award 2014
- Summa Cum Laude 2014, 2017
- Elevator Speech Competition 2014
- Most Creative Effective Speaking 2011
- Best Presence Effective Speaking 2011

PROFESSIONAL PROFILE

Proven Marketing Manager with 10+ years experience building brands and increasing awareness through targeted digital marketing strategies. Expertise in graphic design, WordPress websites, video production, and brand management. In a lifelong pursuit of education, conservation, and communications.

EDUCATION

- Naropa University**, Boulder, CO Graduated May 2017
Degree: M.A. in Transpersonal Ecopsychology Cumulative GPA: 3.86
- Nichols College**, Dudley, MA Graduated May 2014
Degree: B.S.B.A in General Business Cumulative GPA: 3.95

WORK EXPERIENCE

- Gajewski Realty Trust** New England Region
Regional Manager, Marketing Manager 2010 - Present
 - Manage residential housing units, build relationships with tenants, and upkeep community happiness
 - Establish and maintain relationships with property vendors and local agencies such as the fire department
 - Design graphics for all digital and printed material including brochures, business cards, and advertisements
 - Develop, maintain, backup, and update WordPress websites by performing routine maintenance and upkeep
 - Cultivate communication skills in executing brand design and maintaining a consistent across all channels
 - Implement digital marketing techniques to increase brand exposure and website conversions for leasing
 - Visit all property locations as needed to oversee employees, manage operations, and ensure performance
 - Attend the local campus housing fair to promote properties, meet with prospective tenants, and lease units
 - Attend business meetings with brokers, lawyers, and bankers to discuss properties for sale or purchase
 - Assist in providing all necessary documentation to prepare all purchase and sale agreements for properties
 - Assist in conducting daily office tasks such as answering emails, filing paperwork, and paying property bills

- Nichols College** Dudley, MA
Adjunct Professor 2017 – 2019, 2020 – 2022
 - Conducted “The Nature Experience” an experiential learning course studying the human-nature relationship
 - Taught four sections of “Digital Applications” each semester covering Microsoft and Adobe Creative Cloud
 - Developed “Awaken: The Art of Becoming,” a journey of self-discovery in art, service, and reflection
 - Co-taught “New Age: Faith or Fad?” which examine spiritual traditions and beliefs from around the world
 - Incorporated mindfulness-based learning methods such as meditation, journaling, field trips, and self-reflection
 - Created captivating course visuals, lesson plans, and e-learning modules to convey concepts and share ideas
 - Created and maintained e-classrooms via LMS such as Canvas with weekly course material and assignments
 - Formed relationships with students through Meditation Club and other community activities outside of class
 - Adapted teaching style, delivery methods, and instructional approaches to meet the needs of students
 - Held regular office hours to grade as well as meet, assist, and provide guidance to students needing help

- Vision Advertising** Westborough, MA
Digital Marketing Specialist 2012 – 2013
 - Develop and maintain relationships with clients to understand their business goals and best represent them
 - Interact with individuals on business social media pages with positive feedback to build relationships for clients
 - Build WordPress sites for clients that was consistent in their brand image across all forms of digital marketing
 - Develop marketing strategy to increase followers, page activity, and organic conversation for conversions
 - Write original and optimized blog content with target keywords to increase SO rankings on search engines
 - Complete graphic design projects for social media posts, website content, logo creation, and advertisements

VOLUNTEER / SERVICE

- Carol Rivest Memorial Foundation** Stafford Springs, CT
Volunteer, Board Member 2024 - Present
 - Design event posters, promotional graphics, or any digital or printed content required for marketing purposes
 - Develop, maintain, and upkeep WordPress site including posting regular foundation updates on the blog
 - Participate in community outreach events to help empower people in need within our local communities
 - Attend regular board meetings to discuss foundations updates, make organization decisions, and create goals
 - Participate in the Annual Memorial Benefit and Holiday Drop-In Event by assisting with event production
 - Continue the mission to raise awareness and education but above all “promote healthy & happy relationships”

- Dudley Conservation Land Trust** Dudley, MA
Board Member, Volunteer 2017 – 2019
 - Attended board meetings to discuss land acquisition, community outreach events, and stewardship matters
 - Brainstormed ideas to increase revenue for the organization through fundraisers, events, and donor drives
 - Produce a video series of Dudley Conservation Land Trust Sanctuaries for guest education and digital marketing
 - Plan and conduct annual fundraisers to increase exposure in community and raise funding for the organization
 - Design digital content, event posters, post cards, invitations, and other promotional graphics for marketing
 - Hike sanctuaries to monitor activity, examine biodiversity, and/or report hazards to the sanctuary steward