

Melissa Cancio

traveler | creative | philanthropist



Who is Mel?

Because of a few travels, foodie adventures, life's little moments and my witty personality; I live by challenging myself and hoping for new opportunities.

Language

English | Spanish | a little Portuguese

Skills

Windows and Mac OS | Adobe Creative Cloud Suite | Photography | Social Media Analytics | Constant Contact | Later Media | MailChimp | WordPress

Contact

-  305-725-1900
-  hello@melcancio.com
-  linkedin.com/melissacancio
-  my work: melcancio.com
-  blog: planeandcheesy.com

Professional Experience

North Central College

Master in Business Administration

2019 - 2021

Student Center and Marketing Graduate Assistant

- Supervise, train and hire 3 marketing assistants and 15 students who operate the Harold and Eva Whites Activities Center (WAC) with tasks, including assisting callers and visitors about scheduled events and other subject matters; managing the Presence system.
- Provide direction to 40+ Orientational Team Leaders and supervise 11+ students in the Commuter and Transfer Student Programs in assisting with graphic design materials with Later Media.
- Develop and plan marketing initiatives to promote the work of all areas within The Office of Student Involvement, which include: Orientation, Commuter and Transfer Student Programs, Weekend Programming and Student Leadership Awards.
- Spearhead the creation and distribution of the weekly newsletters on Constant Contact to the North Central campus community of 2,900+ students and 150+ faculty/staff with 3 marketing assistants.

Florida International University

Bachelor of Science in Public Relations, Advertising and Applied Communication

2014 - 2018

FIU Miami Beach Urban Studios Events and Media Coordinator

Nov 2017 - Dec 2018

- Researched and developed news articles for the College of Communication, Architecture + The Arts digital newspaper and "In the Mix" weekly newsletter sent to audience of 6,000+ readers.
- Implemented and managed an editorial calendar (LinkedIn, Facebook, Instagram and Flickr).
- Exposed MBUS to the Greater Miami community through external marketing tactics, including written news articles and pitches to publications, such as The New Tropic and The Miami Herald.
- Assisted and coordinated the logistics of special events through FIU's Event Management System.
- Administered satisfaction survey data after all events for the City of Miami Beach Anchor Grant.

Universidad Pontificia de Salamanca

Study Abroad Program in Spain 2016