

Melody Stone

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EMPLOYMENT

Oct. 2013 - Present

Interactive Producer / Web Editor // Capital Public Radio, Sacramento Ca.

Wrote and managed CapRadioMusic.org for about a year. Now I provide digital and graphic support to the news department with a focus on breaking news. I also help craft and implement social media campaigns for the marketing department.

April - Oct. 2013

Social Media Director // Salem Communications, Sacramento Ca.

Managed and built the social media department at a four-station radio cluster. Developed social media strategies for businesses, provided online marketing and social media services on a contract basis.

April 2011 - Nov. 2012

Creative Content Director & Designer // Fibers.com, Sacramento Ca.

Responsible for creating and designing marketing campaigns. Created viral infographics, resulting increased traffic to the site. Supervised a team of interns and associates. Managed customer service and maintained client and partner relations.

2004 - 2013

Freelance Writing & Design

Wrote stories for Northern California publications, such as The Sacramento Press, Midtown Monthly and The North Coast Journal. Guest blogged for high ranking design blogs; including, DesignJuices.co.uk, Inspiredm.com, and Designmag.com. Design clients include: Glass Agency, LAUNCH Music and Arts Festival, and Sacramento Arts and Business Council.

June 2009 - Feb. 2010

General Assignment Reporter // Daily Democrat, Woodland Ca.

Covered crime, courts, business and community affairs.

Jan. 2008 - Nov. 2008

Features Section Editor // Eureka Reporter, Eureka Ca.

Managed and produced three weekly feature sections.

EDUCATION

Graphic Communication // Sacramento City College, Sacramento, Ca.

+ Exhibited illustrations in Year End Show, Spring 2012

+ Focus on digital illustration and data visualization

Bachelor of Arts in Journalism // Humboldt State University, Arcata, Ca.

Degree completed December, 2007

+ Culture Editor of Student Newspaper

+ Managing Editor of Student Magazine

+ Music Manager of Student Radio Station

SKILLS

Adobe Creative Suite

Wordpress

HTML/CSS

Branding

Web Design

Copy Writing

Editing

Content Development

Research

Social Media

Project Management

Audio Editing

Podcasting

AWARDS

Nov. 2012 - FictionGun.com, took Grand Prize and People's Choice at Sacramento's Second Hackathon.

June 2012 - BikePool App, took Second Place at Sacramento's first Hackathon.

2012 Silver Addy Award for work on The Sacramento Ad Club website.