

Melanie E. LeMay

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Skills and background

Professional writing and editing
Marketing and public relations
Medical office and storage facility management
Sales of products and services
Community relations
Graphic design
Teaching and training
Special events planning and production
Fundraising and grant writing

Most recent experience

Acton Road Self Storage, Birmingham, AL 2009-present

Marketing and facility manager. Sole manager of 593-unit three-story facility, including rentals, records maintenance, processing payments, and running storage facility-specific software for occupancy and security functions. Cold-calling on nearby managers of apartments, assisted living, nursing homes, truck rentals.

Results

- Increased occupancy, on average, about four percent per month.
- Earned year-end bonus after three months on the job.
- Established referral relationships with area moving companies, apartment resident managers, and businesses.
- Cultivated new tenants and referral sources through networking groups.
- Designed and maintained Chandler Properties' first website.
- Created ARSS visual brand and created a website, referral forms, note cards, informational forms and display signs to support the image.

Hand-In-Paw, Inc. Birmingham, AL. 2008-2009

Marketing Coordinator. Media relations, writing, graphic design, Web site maintenance, photography, speech-writing, grant presentations. Design and print production for special events and public outreach. Production for volunteer communication, including newsletters and e-news.

Results

- Unprecedented media coverage for programs other than special events.
- Introduction of new media venues, including YouTube, Constant Contact and TalkFusion.
- Redesign and image change for HIP Web site and promotional materials.
- Successful story pitches and relationship-building with target audiences, including media, other nonprofits, potential volunteers, current volunteers, donors, and potential donors.

Cubic Defense Applications Group. Maxwell Air Force Base, AL. 2006-2008

Multimedia Specialist. Storyboarding, editing and programming interactive distance-learning modules for Air Force officers. Extensive use of Flash, Java script, and Dreamweaver to convey complex military concepts in text and graphics.

Results

- New interactive online courses for USAF officers on written communication as well as new program for Warfighter Developmental Education (WDE).
- Promotional materials for WDE, including brochures, DVD jackets, presentations and talking points, trade show displays.

Legal Services Alabama State Headquarters. Montgomery, AL. 2005-2007

Communications Specialist. Media relations, serving as official spokesperson. Graphic design and photography. Communications training for staff. Fundraising, grant-writing. Speech-writing and presentations for state, regional and national conferences.

Results (Legal Services Alabama, con't.)

- LSA's first statewide audit for internal and external communications.
- Graphic concept and designs for LSA's first professional public awareness print and display materials.
- Articles and presentations for LSA's executive director for national legal publications, the LSA Board, and the Alabama and American Bar Associations.
- Successful pitches for organization events to state media, with unprecedented coverage.

Civil Air Patrol National Headquarters. Maxwell AFB, AL. 2002-2005

Public Relations Manager. Crisis communication, public relations, media relations, and training for 700+ volunteer CAP public affairs officers nationwide.

Results

- National media exposures increased four-fold in first year, up to 40M by 2005.
- Prime-time coverage on CNN, January/May 2005.
- Articles placed in national publications: Air & Space Smithsonian, Flying, Aviation Week & Space Technology, Aviation for Women, Boston Globe, New York Times, Atlanta Journal-Constitution.
- Public affairs and media training for national, regional and state conferences; training rated highest of all delivered during 2005 Commanders Course.
- Establishment as "go-to" writer for high-level headquarters publications, including executive speeches and annual report to Congress.

Other career experience

Writing and editing 1986 - present

Freelance Writer & Editor, Communications Consultant. Birmingham, AL

Clients

BellSouth Services, South Central Bell, Southwest Airlines, USX, Vulcan Chemicals, U.S. Postal Service, Southern Company Services, GTE West, First Alabama Bank, Electronic Healthcare Systems, Guy Arellio Design, Straight Furrow Productions, University of Alabama at Birmingham, Samford University, Legal Services Alabama, Marketing 24/7, Inc.

Publications

Southern Living, Executive Female, Secretary, Birmingham Magazine, Birmingham Business Journal, Central Alabama Business Journal, Business Alabama Monthly, Hospital News of Central Alabama, Child Times, Plane & Pilot, Lipstick

Deputy editor. Opelika-Auburn News. Opelika, AL

Office manager, medical editor, media liaison. C. Orian Truss, M.D. and the Critical Illness Research Foundation. Birmingham, AL

Copy editor. *Florence Times-Tri-Cities Daily.* Florence, AL; *Birmingham News.* Birmingham, AL; *Opelika-Auburn News,* Opelika, AL

Sales

Sales representative (North Alabama). Houghton-Mifflin (McDougal-Littell Division). Boston, MA

Manager, Marketing Support. Bellsouth Services. Birmingham, AL

Director, Marketing. Dunn-Rowan, Inc. Technical Writing. Birmingham, AL

Fundraising/Grant Writing/Community Relations

Capital Campaign Manager. Howard Payne University. Brownwood, TX

Grant Writer. Legal Services Alabama, Hand-In-Paw, Inc., Curry & Curry LLC

Community Relations Coordinator. Jefferson State Community College. Birmingham, AL

Teaching/Training

Trainer, communication skills. Family Guidance Center, National Banking Institute. Birmingham, AL

Adjunct Instructor (English). Samford University. Birmingham, AL; Howard Payne University. Brownwood, TX

Teacher, secondary English, Journalism, Creative Writing. Mountain Brook, Hoover, and Shelby County Schools. Birmingham, AL

Education

M.S. English and Education. Samford University. Birmingham, AL (GPA 3.0/3.0; 18 total graduate hours in English with 12 additional hours from University of Alabama Birmingham)

B.A. English and Education. University of North Alabama. Florence, AL (Valedictorian)

Software skills

Photoshop, Flash, Power Point, QuarkXpress, Adobe PageMaker, InDesign, Microsoft Office (particularly Word, Power Point and Publisher), newspaper-specific layout programs (PC and Mac), storage facility management software.

Awards

Network Birmingham Woman of the Year, 1994; *Birmingham Business Journal* Top 40 Under 40; Birmingham Jaycees Outstanding Young Citizen Award; Birmingham's "All That's Magic" award for nonfiction writing; **Paul W. Scheid Award for graduate study in English;** Mountain Brook City Schools

Keller Key (Valedictorian) and Turris Fidelis Award (Outstanding Service to the University) upon graduation from UNA, only the second graduate ever to win both awards.

Professional affiliations

American Society of Journalists and Authors, New York; Network Birmingham (Board of Directors); National Association for Female Executives, New York; BellSouth Telecommunications Alabama Consumer Advisory Panel; Public Relations Council of Alabama; The Women's Exchange

Current U.S. Federal Government Secret Clearance

***Hard copy portfolio and professional/personal references available on request
Digital portfolio viewable at www.melanielemay.com.***