

MELANIE PALMER

[WEBSITE](#) | [EMAIL](#) | [LINKED IN](#)



SKILLS

Content Writing
Social Media Marketing
Google Ad Words
Google Analytics
Training and Development
Team Management
Full Cycle Recruiting
WordPress
Google Workspace
Microsoft 365
Hubspot
Asana
Quickbooks

EDUCATION

University of Utah

1997-1999

University of Phoenix

2000-2003

PROFILE

I have over 20 years of combined experience in content writing, sales, marketing, and call center management. This includes hiring, training, coaching, and motivating employees for optimal sales and customer service performance. I pride myself on my attention to detail, organization, and interpersonal skills. I am a self-starter and work well both independently and in a team environment.

EXPERIENCE

DIGITAL MARKETING & CONTENT SPECIALIST

PALMER DIGITAL ASSETS | AUSTIN, TX | 2012 - PRESENT

- Content creator crafting optimized keyword-driven articles for a variety of clients.
- Own and operate local business spotlight entity 'Four Points Guru'.
- Audits websites for clients needing SEO and writing quality.
- Highly proficient in writing high-quality content.

VETERINARIAN MARKETING CONSULTANT

GENIUSVETS | AUSTIN, TX | FEB 2021 - MARCH 2022

- Spearheaded marketing and sales campaigns on fast-paced, collaborative team.
- Worked with several veterinarian clients to improve their marketing assets.
- Served as representative for multiple conference events, working in-person with prospective clients.

EXECUTIVE ASSISTANT

GROWING DIGITAL | AUSTIN, TX | 2005- 2012

- Worked for a Digital Marketing startup assisting co-founders in managing calendars, travel arrangements, customer emails, client outreach, tax preparation, P&L, meeting notes, proof-reading website content, and daily duties as required.

ASSISTANT VICE PRESIDENT

ZIONS BANK | SLC, UT | MAR 2002 - SEPT 2005

- Directly responsible for a team of 20-25 customer service representatives, which included monitoring calls for quality assurance, hiring, terminating, providing constructive feedback, conducting evaluations, and providing ongoing training.
- Accountable for hiring, forecasting, call routing, and staffing for six banks.
- Single point of contact and client liaison for one of the six banks – Vectra Bank of Colorado. This included meeting daily metrics, service levels, daily reporting, communication, invoicing, training, and monthly travel to Colorado for various client meetings and quarterly business reviews.

SENIOR BUSINESS MANAGER & RECRUITING MANAGER

CONVERGYS CORPORATION | SLC, UT | JUNE 1992 - MAR 2002

- Managed 200+ seat call center, including 10+ supervisors whom each had teams of 15-20 employees.
- Responsible for day-to-day operations such as budget management, business growth, training/development of managers, performance metrics/service levels, reporting, and staffing.
- Managed the recruiting team who were responsible for interviewing, hiring, and assigning employees to the necessary training classes.
- Managed all other aspects of the hiring and training department, such as budget, scheduling, performance evaluations, employee motivation, and overall revenue.