

# Melissa Slaven Warren

MARKETING & COMMUNICATIONS PROFESSIONAL/FREELANCE WRITER

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## SUMMARY

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An advanced marketing and communications professional with over 20 years of experience incorporating program and product development, strategic planning, and budget management, with a proven ability to create and execute high impact custom marketing plans. Effectively builds and maintains relationships, launches new markets, and establishes strategic partnerships.

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## SKILLS

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- Branding & Corporate Identity
  - Corporate Communications
  - Collateral Development
  - Content Writing
  - Public Relations
  - Social Media
  - Digital and Online Marketing
  - Business Development
  - Fundraising
  - Budgeting
  - Problem Solving
  - Advocacy
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## Community Service

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**Sunset Vision, Board Member**  
2015-present, Sunset Beach, NC

Mission: Fund and maintain amenities and activities that promote nature, education, enjoyment, accessibility, and volunteerism in Sunset Beach. Implement fundraising events, manage marketing and media relations.

**Bellamy Mansion Museum**  
2014-present, Wilmington, NC

*Art Show Co-Chairperson* - Work with the Executive director and chairperson to organize art shows and sales every two years to raise funds that benefit the Bellamy Mansion's community projects.

## WORK EXPERIENCE

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2010 - **Freelance Writer/Marketing & Communications Consultant**

Present

Experienced business and technical writer and editor, product and brand manager, social media manager, and feature article author. Industries I frequently write for: art, building products manufacturing, education, fashion, finance, food, health and wellness, lawn and garden, non-profits, retail, real estate, and software.

2007 - **Product/Brand Manager**

2010  
Louisiana-Pacific Corp., Nashville, TN

Managed marketing promotions budget of \$2.9 million. Developed and executed new product sales and marketing strategies. Provided direction and led execution for new product development and services from ideation to launch. Managed relationships with all agencies, vendors, and suppliers. Created marketing collateral including programs, technical documentation, web content, etc.

- *Successfully managed launch of \$151MM new product line.*
- *Selected for the LP Building Leaders Development program.*

2005 - **Assistant Brand Manager**

2007

Louisiana-Pacific Corp., Nashville, TN

Assisted in the development of the promotions budget. Implemented research studies in market analysis and provided recommendations for strategies. Developed marketing plan to include market trends, brand awareness, and media.

- *Led corporate branding/execution of game-day TV/radio segments in conjunction with the NFL's Tennessee Titans Stadium naming rights sponsorship.*

1997- **Technical Writer**

2005

Louisiana-Pacific Corp., Wilmington, NC

Created and coordinated all technical and marketing collateral with the engineering team and Brand manager. Designed and managed continuing education programs offering learning credits to American Institute of Architects. Wrote technical software documentation for drafting, layout and framing applications. Developed and maintained product knowledge training materials for customers and new hires.

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## EDUCATION

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2016      **Master of Arts in Liberal Studies** University of North Carolina Wilmington

2004      **Bachelor of Arts in English** University of North Carolina Wilmington

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REFERENCES AVAILABLE UPON REQUEST