

Aliya Melancon

Communications Specialist

Contact

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 717-490-1717

 Red Bank, TN

Education

Bachelor of Arts

University of West Florida

2014 - 2018

Communications/Public Relations

Magna Cum Laude

Skills

- Social Media Marketing & Analytics (Facebook, Instagram, LinkedIn, Hootsuite)
- Facebook LIVE Event Coverage & Real-Time Audience Engagement
- Content Creation (Canva, Adobe InDesign, Illustrator, Photoshop)
- Website Management & SEO (WordPress, Google Analytics)
- Donor & Community Engagement Campaigns (Mailchimp, GiveSmart CRM)
- Event Promotion, Coverage, and Post-Event Recaps
- Relationship Building & Client Retention
- Microsoft Office Suite | Google Workspace | Zoom | Teams

About Me

Creative and detail-oriented Communications & Social Media Specialist with 2+ years of experience in nonprofit communications, donor engagement, and event marketing. Skilled at crafting compelling content, leveraging social media platforms for real-time engagement, and using Facebook LIVE features to amplify event participation. Adept at blending storytelling, visual design, and digital strategy to strengthen community connections and brand visibility.

Recent Work Experience

July 2023 - Present **Fayette Cares**

Communications and Development Coordinator

- Manage organizational social media presence; grow community engagement through strategic content calendars, targeted campaigns, and analytics-driven adjustments.
- Provide live event coverage on Facebook and Instagram, including real-time posts, videos, and Facebook LIVE streaming, encouraging on-site participation and virtual engagement.
- Capture event day moments (photo, video, drone footage) and transform them into compelling social media stories, reels, and post-event highlights.
- Design branded graphics, fundraising appeals, and promotional materials in Canva, Adobe Suite, and WordPress.
- Plan and promote large-scale events (5Ks, galas, plant sales, golf tournaments, silent auctions) with digital campaigns that boosted participation and donations.
- Strengthened donor and volunteer engagement through multichannel communications, including Mailchimp email campaigns and interactive social posts.

October 2021 - January 2023 **Fresh Market**

Assistant Guest Service Manager

- Led daily guest service operations in a fast-paced, high volume environment, ensuring exceptional experiences for hundreds of customers daily
- Trained and mentored team members to support service standards and coordinated schedules to ensure smooth operations
- Handled client concerns with empathy and resolution skills, maintaining 90%+ satisfaction rating
- Supported employee scheduling, performance feedback, and onboarding for new team members
- Strengthened communication, leadership, and operations skills in a high volume, service driven setting

Tools & Platforms

- Canva
- Mailchimp
- WordPress
- Google Workspace
- Microsoft Office Suite
- Photography
- Videography
- Zoom
- Hootsuite
- CRM
- Adobe Creative Suite