

Melinda Thome, MBA

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(425) 372-8499

Collaborative and strategic communications and branding expert and leader. B2C/B2B experience in technology, higher education, and corporate sectors. Emphasis on results, impactful influence, and business strategy. People-person with ability to perform under tight deadlines. Exceptional leadership, management, coaching, communication, & interpersonal skills.

STRENGTHS

- Program and Project Management
- Marketing Communications
- Learning & Development Strategy & Design
- Graphic Design & Website Design
- Creative Brand Management
- Strategic Marketing
- Cross-Org Collaboration & Co-Creation
- Thoughtful Problem-Solver
- Audience Segmentation
- Caring, People-First Team Member

EXPERIENCE

Cascade Business Group, LLC

Nov 2021 - Feb 2023

Senior Communications & Branding Consultant (Microsoft Contract)

- Delivered innovative communications strategies, messaging expertise, brand development, & world-class graphics & layout in an Agile team environment
- Responsible for strategic planning, copy, and layout/graphic design for team deliverables
- Co-created materials for Microsoft's Diversity & Inclusion initiatives within the Microsoft DS&D team, part of Customer Enablement & Success (CE&S) in an Agile team environment, utilizing ADO to track deliverables
- Delivered SharePoint and PowerPoint strategy and design. Team content expert & manager
- Uniquely talented at analyzing complex information, synthesizing it, and re-imagining and positioning it to make it digestible and consumable for non-technical users

Vibrant Marketing & Design LLC

2008 – present

Sole Owner – Website Designer & Marketing Consultant

- Delivered website design, marketing consulting, & marketing project execution for over 100+ clients in the PNW for over 15 years. Conceptualized and designed compelling websites, marketing collateral, and strategy for small/medium businesses
 - Created & executed marketing campaigns with deliverables such as client emails, search engine ads, print/online ads, websites, & marketing collateral. Created PPT decks & designed PDFs
 - Managed international vendors to work on complex projects requiring web development
 - Technical project manager of the strategy, design, content, and layout for a background check company website and client portal creation. Co-created interconnected client portal & admin portal, and linked rental applications with a vendor in India
 - Project and program management, bookkeeping, administration, and vendor management
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Microsoft Corporation**2007 - 2010***Marketing Communications Specialist (contracts through Kelly Services & Vibrant Marketing Solutions)*

- Developed marketing communications strategy for Microsoft adCenter sales team
- Wrote and edited targeted communications for sales teams and adCenter Premium advertisers
- Measured the effectiveness of external and internal communications: tested strategies, analyzed data, and formulated best practices in order to enhance the overall communications strategy
- Managed international vendors that updated the branding of marketing collateral for Microsoft
- Collaborated with individuals across Microsoft on new marketing programs and initiatives
- Drove the internal MDAS sales internal website strategy & layout
- Managed the creation and execution of five internal and external electronic newsletters

Northwest University, Kirkland**2006 - 2007***MBA Program Manager*

- Managed the quality and success of the MBA program and the business undergraduate program
- Spearheaded a new mentoring program with a 100% student and mentor retention rate
- Wrote and executed targeted communications to 400+ School of Business students, faculty and alumni
- Organized the annual MBA alumni event for 100+ participants
- Managed the internal website for students and faculty and designed web pages
- Created print marketing and online advertisements for School of Business events and programs

Artistic Land and Waterscapes**2003 - 2005***Bookkeeper/Office Manager*

- Maintained the financial health of the company – analyzed annual budget of \$300k
- Bookkeeping duties including A/P, A/R, payroll, bank reconciliations, general ledger, payroll taxes

TECHNICAL EXPERTISE

- Microsoft: PowerPoint, SharePoint, Azure DevOps, Excel, Word
- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Adobe XD
- Web Design: HTML/CSS, Wordpress, SharePoint, Figma
- Email: Outlook templates, Mailchimp, Staffbase/Bananatag

EDUCATION***MBA** - Northwest University in Kirkland, WA | 2007**BA, Business Administration** - Northwest University in Kirkland, WA | 2005**AA** - Skagit Valley College in Mount Vernon, WA | 2003

*I'm currently working toward the Google UX Design Certificate at CourseRA
