MELISSA ZULETA JIMÉNEZ

melizj12@gmail.com│ 226-700-2544 │ [LinkedIn](#)

SUMMARY

Passionate about helping people and creating great experiences. With a background in customer success, government services, and digital tech, I'm skilled at building relationships, understanding needs, and offering the right solutions. I thrive in collaborative environments and enjoy making a real impact.

WORK EXPERIENCE

Digital Content Coordinator, King's University College   July 2023 - Present

- Manage King's social media presence (Facebook, Instagram, LinkedIn, and TikTok) using HeyOrca and directly on the native platform, aligning content with institutional brand guidelines and strategic goals.
- Steward the content strategy and planning process, developing content pillars and editorial calendars to support King's recruitment and retention goals.
- Grew audiences by 7.5%, reach by 48.6%, and engagement rates by 48% across platforms through analytics-driven campaigns, trend monitoring, and social listening insights.
- Developed and launched King's Influencers Program, recruiting and mentoring seven student creators to produce authentic, peer-led content that strengthens brand reach.
- Create and edit short-form video content using CapCut and Canva, alongside copywriting for social media, blogs, and recruitment campaigns.
- Provide leadership, mentorship, and performance feedback to work-study students and interns while ensuring quality and consistency in all content.
- Track KPIs and produce monthly reports to inform strategic decisions.
- Actively manage online community interactions, responding to comments and inquiries while fostering authentic engagement.

Social Media Coordinator, TMD (Marketing Agency)   Oct 2021 - July 2023

- Managed social media accounts for multiple B2B and B2C clients across Facebook, Instagram, LinkedIn, TikTok, and X, using platforms such as Falcon, Agora, Hootsuite, and Clarabridge.
- Conducted audience analysis and social listening to identify trends, optimize messaging, and tailor content that resonates with target followers
- Compiled and presented detailed analytics and performance reports for VPs, clients, and internal stakeholders to measure impact and guide content strategy.
- Coordinated deployment of campaigns, collaborating with creative teams and vendors to ensure alignment with client objectives.
- Engaged in active community management, monitoring accounts and responding to follower interactions in real time.

Public Relations Coordinator, TMD (Marketing Agency)   Aug 2021 - Oct 2021

- Developed compelling pitches to secure media and online coverage and interviews for our clients with outlets such as Canadian Lawyer Magazine, Insurance Business Canada and Canadian Underwriter.
- Compiled and analyzed metrics to report on social media performance for VPs and internal stakeholders.
- Planned and executed a social media schedule to promote TMD's On The Record company podcast as a way to earn media opportunities.

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EDUCATION

Public Relations & Corporate Communications   **Jan 2021 - Aug 2021**
Graduate Certificate
Fanshawe College

International Conflict Studies   **Sept 2016 - Jan 2018**
Master of Arts
King's College London (UK)

Political Science & French Studies   **Sept 2010 - Jan 2014**
Bachelor of Arts
Western University

KEY SKILLS

- Communications Planning
- Content Development
- Strategic Storytelling
- Audience & Trend Analysis
- Data Interpretation & Performance Reporting
- Social Listening & Community Engagement

- Brand Alignment & Messaging Consistency
- Short-Form Video filming and editing (CapCut, Canva, and PremierePro)
- Copywriting & Digital Content Production

LANGUAGES

Strong oral and written communication in:
- Spanish
- English
- French