

MELISSA ZULETA JIMÉNEZ

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

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 across Facebook, Instagram, LinkedIn, and TikTok, through HeyOrca and directly on the native platform to streamline content delivery and engagement.
- Grew King's audiences by 7.5 % across all social platforms through strategic content planning, targeted campaigns, and analytics-driven adjustments.
- Developed and launched King's Influencers Program, recruiting and supervising 7 student employees to create authentic, peer-led content that amplifies brand reach.
- Lead orientation, mentorship, performance assessment, and feedback for work-study students and interns within the department.
- Serve as a digital and in-person ambassador, engaging prospective and current students via online channels and during Fall/Spring Open Houses to fortify community and recruitment efforts.

Social Media Coordinator, TMD

Oct 2021 - July 2023

- Managed social media accounts for multiple clients across Facebook, Instagram, LinkedIn, TikTok, and X through social management platforms like Falcon, Agora, Hootsuite, and Clarabridge and directly on each platform when necessary.
- Delivered creative briefings to media teams, business partners, and vendors, coordinated and executed communications plans, and presented to various internal audiences.
- Planned and executed strategic communication tactics, developed clear and compelling content, and provide guidance on delivery options.

Public Relations Coordinator, TMD

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 2016 - Jan 2018

Bachelor of Arts

Western University

KEY SKILLS

- Customer Service & Relationship Building
 - Public Speaking & Engaging Presentations
 - Strong Organizational & Time Management Skills
 - Creative Problem-Solving & Critical Thinking
 - Keen Attention to Detail
 - Accuracy & Adherence to Guidelines
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LANGUAGES

Strong oral and written communication in:

- Spanish
 - English
 - French
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