

As a highly skilled and results-oriented professional, I am driven to help organizations succeed. With a diverse background in customer success, the government services sector, and digital technology, I possess a robust skill set I am eager to use and expand in a collaborative team environment.

## Work Experience

### ***Social Media Coordinator***

TMD | October 2021 – Present

- Manage social media accounts for multiple clients across various channels (FB, IG, LI, TT, TW) through the use of social management platforms like Falcon, Agora, Hootsuite, and Clarabridge, as well as natively by network.
- Connect with clients' audiences and monitor their social media presence on a daily basis.
- Analyze and develop monthly & quarterly reports on social media performance to maximize results.
- Establish alignment between brand strategy, customer insights, digital experience, and external partners.
- Strategically plan, draft copy and develop assets for client social media accounts.

### ***Public Relations Coordinator***

TMD | August 2021 – October 2021

- Developed compelling pitches to secure media and online coverage and interviews for our clients.
- 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.
- Devised effective social media content and crafted compelling copy for TMD's social media platforms.

### ***Educational Assistant***

King's University College | September 2020 – August 2021

- Delivered comprehensive study aids and notes to students facing learning and physical disabilities.
- Utilized Microsoft Word and Voice Thread to transcribe lectures accurately.
- Ensured prompt and efficient sharing of notes, providing unwavering support to students in achieving their academic objectives.

## Work Experience

### ***Socio-Economic Navigator***

Collège Boréal | March 2020 - April 2021

- Conducted thorough assessments and monitored clients' needs.
- Designed personalized action plans to support clients in achieving their social and professional goals in Canada.
- Leveraged the OCMS client file management system to accurately document and track client progress
- Forged strong relationships with community partners, including the London YMCA, Fanshawe College, and Ontario Works, to enhance the overall success of clients.

### ***Bilingual Administrative Assistant***

Woodstock General Hospital | September 2018 – November 2019

- Handled the processing of three distinct program applications, each focusing on psychological assessments, complex behaviour supports, and the Southern Network of Complex Care (SNCS).
- Collaborated closely with clinical supervisors to guarantee clients and their support staff received suitable services and information.
- Served as an active member of the Education and Training Committee, providing logistical support and coordinating RSA's Annual Conference, a major event that draws over 200 community partners each year.

### ***Technical Specialist***

Apple | January 2017 – August 2018

- Thrived in a fast-paced and dynamic environment, delivering top-notch technical solutions and expertise to customers.
- Consistently served an average of 112 customers per week and maintained a perfect 100% customer satisfaction rating.
- Exercised utmost discretion in safeguarding customer information and maintaining their confidentiality.

## Expertise & Skills

- Strategic Recommendations
- Reporting and Analytics
- Community Management
- Copywriting
- Public Speaking/Presentation
- Time Management
- Proficient in Microsoft Office (Word, Excel, PowerPoint) and Adobe Cloud Products (InDesign, Photoshop, Premier Pro)

## Languages

Strong oral and written communication in:

- Spanish
- English
- French

## Community Involvement

### **Mentor**

Futurpreneur | January 2023 – Present

Provide mentorship to small business owners, and support them in achieving their marketing business goals.

### **Board Member**

Heart Links | June 2021 – March 2022

Community Engagement Committee member. Assisted with the social media strategy to attract sponsors and donors and promote Heart-Link's annual "Share the Love" event.

### **Board Member**

London Youth Advisory Council (LYAC) | December 2015 – October 2016

Active member on the Board of Directors at LYAC. Thoughtfully considered and voted on executive decisions regarding the future of the organization.

### **Youth Counsellor**

London Youth Advisory Council (LYAC) | May 2014 – April 2015

Represented the community as a Youth Counsellor. Met with community members and city leaders to gain a better understanding of the issues affecting youth in London. Organized the White Oaks Ball Basketball tournament.

## Education

January 2021 – August 2021

### **PR & Corporate Communications**

*Graduate Certificate*

Fanshawe College (CAN)

September 2016 - January 2018

### **International Conflict Studies**

*Master of Arts*

King's College London (UK)

September 2010 - April 2014

### **Political Science & French Studies**

*Bachelor of Arts*

Western University (CAN)

January 2013 - May 2013

### **Academic Exchange**

*Bachelor of Arts*

SciencesPo Lille (FRA)


## Contact Me

 [melizj12@gmail.com](mailto:melizj12@gmail.com)

 [www.melissazuletajimenez.com](http://www.melissazuletajimenez.com)

 [www.linkedin.com/in/melissa-zuleta-jimenez/](http://www.linkedin.com/in/melissa-zuleta-jimenez/)

 [@melissazuletajimenez](https://www.instagram.com/melissazuletajimenez)

 226-700-2544