

# CROSBY MELENDI

Communications Fellow at Elon University

## CONTACT

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[crosbymelendi.weebly.com](http://crosbymelendi.weebly.com)  
[crosbygracetravels.com](http://crosbygracetravels.com)

## SKILLS

Social Media Strategy

Writing

Blog/ Website Management

Leadership

Spanish

## REFERENCES

Rachel Nelson

The Red Cross of Central Florida  
(813) 373-0290

Kelsy Van Camp

Tampa Downtown Partnership  
(813) 221-3686

Hal Vincent

Elon University  
(813) 323-7514

## EDUCATION

### ELON UNIVERSITY

May 2020 | Elon, NC

GPA: 3.83 / 4.0

Bachelor of Arts: Strategic Communications and Spanish  
Minor: International Studies

**Study Abroad:** Communications Program in Seville, Spain: Fall, 2018

### HONORS

- **School of Communications Student Advisory Board** (ongoing): Discusses issues and ideas for Elon's communications school with 17 other students of all ages
- **Lambda Pi Eta** (Spring '18): National Communication Association's honor society that recognizes the achievements of outstanding communications students
- **Phi Eta Sigma** (Fall '17): national honor society for first-year students who maintained a 3.8 GPA or higher during their first year
- **President's List** (Spring '17): maintained A-minus or above for 12+ semester hours
- **Communications Fellow** (Fall '16): one of 30 students competitively selected for their ambition and talent in the communications field

## COMMUNICATIONS EXPERIENCE

### KETCHUM

Public Sector & Government Fellow | June 2019 - Aug. 2019 | Washington, D.C.

- Completed weekly media monitoring reports and created and edited content for CMS and other major healthcare clients
- Conducted extensive research and participated in brainstorming sessions for new business proposals
- Researched and developed a campaign strategy to enhance Target's digital and online success

### LIVE OAK COMMUNICATIONS - Student-Run PR Agency

Agency Director | Jan. 2019 - Present | Elon, NC

- Leads and assists in the professional development of 40+ student employees
- Oversees media analytics, branding and account teams in strategic planning, research, social media, event promotion & media relations

Account Supervisor | Jan. 2018 - May 2018 | Elon, NC

- Led a team of three account executives and carried out two campaigns for Elon Inclusive Community, an initiative to promote a diverse campus

### THE AMERICAN RED CROSS

Communications Intern | June 2018 - August 2018 | Tampa, FL

- Wrote three news stories published on the Central Florida region's website
- Crafted social media posts for Facebook and Twitter pages

### TAMPA DOWNTOWN PARTNERSHIP

Marketing & Communications Intern | June 2018 - August 2018 | Tampa, FL

- Wrote press releases and social media posts via Constant Contact and Sprout Social
- Regularly updated the Tampa Downtown Partnership and Fourth Friday websites

### POSITIVE COACHING ALLIANCE

Intern | July - Aug. 2017 | Tampa, FL

- Created promotional videos on iMovie, wrote and posted on Facebook and Twitter accounts, curated news stories for target audience
- Increased PCA's Facebook page likes by 222% and post reach by 59% in one month