

Melanie Burger

melanieburger@gmail.com

259 Raleigh Way, Portsmouth, NH 03801

603.319.1754

EXPERIENCE

2008-Present

Irving Oil Corporation

Portsmouth, NH

Web Producer

- Responsible for all content management of corporate website (www.irvingoil.com) using HTML/CSS in Dreamweaver
- Developed updated web strategy guide and sample wireframes to help Marketing Managers of various business lines stay "on brand" as they develop their individual web presences following a corporate decentralization
- Designed and created website working with 3rd party to promote summer "Cruisin' to Win" game (www.cruisintowin.com)
- Creation and editing of images for use on the web using Photoshop

2007-2008

SingleToken Security Corporation

Portsmouth, NH

Marketing Specialist

- Created and managed corporate website (www.singletoken.com) using Dreamweaver, CSS, and HTML
- Created all marketing collateral, corporate diagrams, and presentations
- Proofread and edited corporate white papers, VC funding applications, and other documents
- Assisted in coordination and management of ongoing projects

2006-2007

DesktopStandard, subsidiary of Microsoft

Portsmouth, NH

Marketing Coordinator

- Content management of corporate website using HTML, CSS, Dreamweaver, Visual SourceSafe, Visual Studio and PhotoShop
- Worked with 3rd party designer to develop and implement a new corporate website following company's buyout by Microsoft
- Scheduled and coordinated corporate seminar series

2001-2006

Liberty Mutual (Life Company)

Dover, NH

Marketing Specialist (2005-2006)

- Received BRAVO award for contributions to 2001 CSO illustration project; created mockups of recommended illustration designs in accordance with new federal and state requirements
- Worked closely with Business Analysts to create a new reporting system (BRIO) for the FILA department
- Created training module for and assisted in training, maintenance, and troubleshooting of Goldmine CRM database
- Helped coordinate and hosted quarterly meeting
- Managed marketing projects to ensure they were completed on schedule
- Created, proofread, and edited marketing collateral including brochures, flyers, posters, and email blasts

Marketing Associate (2003-2005)

- Assisted in design of marketing collateral for life insurance products
- Assisted in planning and coordination of trade show events
- Received BRAVO award for contributions to an offsite management facility project
- Passed Series 6 exam and received NH State Variable Producer's Life and Annuity License

Marketing Assistant (2002-2003)

- Tracked and rewarded sales from non-captive sales force
- Provided product support to sales force via telephone
- Obtained NH State Producer's Life and Annuity license

Q/A Administrator (2001-2002)

- Tracked products through the QA process and ensured that they exited in a timely manner
- Acted as liaison between product sponsors and QA team members regarding the status of pending products within the QA cycle

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EXPERIENCE

2000-2001 **AutoProf** Portsmouth, NH

Sales Administrator / Marketing Assistant

- Assisted Marketing Director in preparation for trade shows
- Content management of the corporate website using Dreamweaver
- Edited and issued press releases

1997-2000 **Hitchcock Staffing** Portsmouth, NH

Office Manager / Administrative Assistant

- Created and maintained company website
- Designed brochures, business cards, and letterhead

EDUCATION

2007-Present **University of Phoenix Online** Phoenix, AZ

- Currently pursuing a Bachelor's Degree in Marketing (54 of 120 credits completed, GPA: 3.22)

2007 **UNH Professional Development and Training Certificate Programs** Durham, NH

- Introduction to Flash 8 Certificate
- Secrets to Better Photography Certificate

VOLUNTEER WORK

2007-Present **Langdon Public Library** Newington, NH

- Designed and assist in maintenance of website (www.langdonlibrary.org) for Newington's Public Library.
- Provide volunteer help in processing and shelving materials, as well as running front desk on an as-needed basis

2008 **Jackie Cilley for NH State Senate Re-election Campaign** Rochester, NH

- Created website (www.tasteofthedistrict.com) and poster to promote local fundraising event
- Created postcard mailer to be sent to constituents prior to election

2006 **PortsmouthVoter.org** Portsmouth, NH

- Created website (www.portsmouthvoter.org) designed to educate voters in Portsmouth, NH on the candidates running in the 2006 local election

PROFESSIONAL SKILLS

Dreamweaver, HTML, CSS, Adobe CS3 Creative Suite (PhotoShop, Basic Illustrator skills, inDesign, Flash), Word, PowerPoint, Excel, Outlook, Entourage, Goldmine, BRIO, Adobe Acrobat, LiveMeeting, Internet Savvy, proficient in both PC and Mac environments; Some prior experience with Visual SourceSafe and MS Project; Digital and 35mm photography, photo editing; Excellent verbal and written communication skills