



MELISSA WILAND

MARCOMMS

+8323504000

mwiland@hotmail.com

Houston, Texas

PROFESSIONAL SUMMARY

My objective is to deliver dynamic and results-driven communication solutions. With a strong passion for emerging media and storytelling, I am skilled at leading multi-channel teams to build brand awareness and thought leadership.

I am seeking opportunities to utilize my expertise in communication and community engagement to drive positive change

EXPERIENCE

Communications Director

(Full-time, 2021 · Current)

- Led a comprehensive transformation of the Communication Department, resulting in enhanced operational efficiency and strategic alignment with district objectives.
- Overhauled the strategic communication framework by reconstructing operational processes and realigning job roles, leading to improved workflow and collaboration among team members.
- Developed and implemented a Communication Plan integrating data analysis and strategic initiatives to enhance audience engagement and brand communication.
- Implemented digital and social media advancements, including specialized roles such as Social Media Specialist, resulting in increased online presence and engagement.
- Revitalized the district website through user-centric design and content strategy, resulting in improved user experience and increased website traffic.
- Led strategic marketing initiatives, including enrollment and recruitment campaigns, leveraging advanced tools and vendor partnerships to achieve targeted outcomes.
- Enhanced crisis communication preparedness through proactive planning and training, ensuring resilient and consistent messaging during critical incidents.
- Evaluated program impact and results through comprehensive data analysis, identifying areas for improvement, and optimizing communication strategies for maximum effectiveness.

Team Leadership

Data Analysis

Creative Direction

Strategic Planning (MARCOM)

Brand Management

Digital & Social Media

Script & Speech Writing

News & Event Coverage

Web & Video Production

PROFILE

Learn more: www.melissawiland.com



Assistant Director, Creative Services

Spring Branch Independent School District, Full-time, 2019 · 2021

Communication Coordinator

Spring Branch Independent School District, Full-time, 2015 · 2019

Webmaster

Spring Branch Independent School District, Full-time, 2009 · 2015