

# MELISSA ROBERTS

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## EXPERIENCE

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### **CTSG, a division of Kintera**

**Washington, DC**

*Project Manager, September 2005 – present*

**7/04 – present**

*Client Support Specialist / Associate Project Manager, August 2004 – September 2005*

- ♦ Manage web projects from conception to launch, coordinating design process, content creation, QA/site testing, programming/development, training, and post-launch support
- ♦ Ability to work on tight deadlines with small budgets
- ♦ Offer strategic advice to clients of varying backgrounds to increase site visits, activism, online giving, and response rates. Clients include:
  - » Christian Alliance for Progress ([www.christianalliance.org](http://www.christianalliance.org)),
  - » Michael J. Fox Parkinson's Foundation ([www.teamfox.org](http://www.teamfox.org)), and
  - » Common Cause ([www.commoncause.org](http://www.commoncause.org))
- ♦ Train colleagues and clients of varying skill levels on a variety of CTSG/Kintera software programs
- ♦ Coordinated a successful organizational office move of 50 employees

### **Common Cause**

**Washington, DC**

*Political Organizer, September 2003 – August 2004*

**5/02 – 7/04**

*Program Assistant, May 2002 – September 2003*

- ♦ Conceptualized, created, and maintained web pages for state and national online campaigns
- ♦ Selected and managed participants in organizational internship program, rated one of the “Ten Best Internship Programs in America 2003” by the *Princeton Review*
- ♦ Composed and sent CauseNET emails to 120,000 activists nationwide, carefully tracking response rates and web site analytics to expand list growth and online activism
- ♦ Designed flyers, toolkits, and handouts intended to inspired activism and enthusiasm
- ♦ Organized events and conferences to accomplish strategic goals and build morale

### **Office of Communications, Hobart and William Smith Colleges**

**Geneva, NY**

*Student Web Worker and Design Assistant*

**10/98 - 5/02**

- ♦ Designed and maintained various web sites for departments and offices on campus
- ♦ Taught basic web site principles and software (Dreamweaver) to faculty and staff
- ♦ Edited and formatted college publications for printing and distribution
- ♦ Authored or otherwise contributed to several college publications, including the alumni magazine

## EDUCATION

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### **Bachelor of Arts, Hobart and William Smith Colleges**

**Geneva, NY**

- ♦ Double Majors: Political Science and Media & Society
- ♦ Pi Sigma Alpha – National Political Science Honor Society
- ♦ Lambda Pi Eta – National Communications Honor Society
- ♦ Editor-in-Chief of student run weekly newspaper, *The Herald*, 1999-2002

**May 2002**

**Cum Laude**

## RELEVANT SKILLS

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- ♦ Extensive experience using Adobe PageMaker and PhotoShop, Macromedia Dreamweaver, Windows XP and older, as well as MS Office products including Word, Excel, Publisher, PowerPoint, Project, Visio, Outlook, and Access
- ♦ Familiar with HTML and CSS (self-taught)

## INTERESTS

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- ♦ Writing / Blogging
- ♦ Cooking and baking