

# Melissa Friedrich

**LinkedIn:** <https://www.linkedin.com/in/melissa-friedrich-655970190>

**Portfolio:** <https://www.melissa-friedrich.com/>

**Email:** [mlssfrdch@gmail.com](mailto:mlssfrdch@gmail.com)

## Education

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- University of Florida, Gainesville, FL
  - *M.A in Mass Communication with a Specialization in Social Media*
  - In Progress
- James Madison University, Harrisonburg VA
  - *B.B.A in Marketing, Digital Marketing Concentration*
  - Completed

## Work Experience

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### Havas Media Group

*Trader, Social Media*

*March 2023 - Present*

- Set up social media campaigns following trading desk processes (briefing platform, creative upload, strategy, and audience recommendations).
- Implement, lead, and optimize paid social advertising campaigns.
- Ensure proper campaign setup to track accurately in Adobe and paid social buying platforms.
- Optimize campaign metrics to achieve clients' goals and KPIs (branding, traffic, acquisitions, app installs, lead gen).
- Collaborate with internal teams and agency partners to develop, execute, and sustain successful programmatic campaigns.
- Build weekly reporting and present results, optimizations, and recommendations to leadership and partners.
- Analyze accounts and platforms to identify key insights, trends, and testing opportunities.
- Reconcile campaign spending and work closely with the planning team to ensure proper campaign closure.
- Continuously develop an understanding of the wider social and digital ecosystem.

### IRL Agency, Washington, DC

*Social Media Freelance Assistant*

*April 2024 - Present*

- Edit segments and content assigned by the content team on deadlines.
- Review and offer feedback on edits and content ideas before they go live.
- Aid in content creation, including photography, videography, editing, copy-writing, and graphic design.
- Assist with creating content calendars, social media playbooks, roadmaps, and campaigns.
- Keep current on the social media advertising industry and propose new ideas to enhance campaign tactics and capabilities further.

### IRL Agency, Washington, DC

*Social Media Intern*

*June 2022 – December 2022*

- Edit segments and content assigned by the content team on deadlines.
- Review and offer feedback on edits and content ideas before they go live.
- Aid in content creation, including photography, videography, editing, and graphic design.
- Assist with creating content calendars, social media playbooks, roadmaps, and campaigns.
- Lead, develop, and execute strategy for a variety of clients.
- Create and present video scripts and storyboards to clients in preparation for video/photo shoots.
- Compile research on new and existing clients while monitoring their competitive set to target key audiences and engage with new users.
- Keep current on the social media advertising industry and propose new ideas to enhance campaign tactics and capabilities further.

## Skills

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- Adobe Creative Suite, Including After Effects, Photoshop, and Premiere Pro
- Google Analytics
- Content production and editing for media and large organizations.
- Graphics Production
- DSLR Photography
- Google Ads and Meta Ads Manager

## Certifications

- Influencer Marketing – Meltwater Academy
- Hootsuite Platform Certification
- Google Analytics 4 – Google Digital Academy
- Search Engine Optimization – HubSpot

- Digital Marketing – Hubspot
- Social Media Marketing – HubSpot
- Twitter Ads Manager - Twitter
- Ads Manager Campaign Optimization – Snapchat