

# MELINDA MONTGOMERY

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## Professional Summary

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Marketing and branding expert experienced in creating long-term and short-term business plans focused on maintaining brand health. Built a reputation for establishing trust and collaborative relationships amongst peers, management, vendors and clients. Earned accolades and promotions for achieving and exceeding goals. During career sabbatical, frequent volunteer with several organizations leveraged and grew organizational and relationship-building skills. Due to a strong drive for results and a talent for problem solving, asked to serve in various capacities of non-profit institutions with growing levels of responsibility. Dedicated to returning to paid workforce and utilizing well-developed transferrable skills and talents.

### Areas of Strength

Market Positioning  
Executional Accuracy  
Vision Setting

Branding  
Strategic Planning  
Persuasive Communication

Team Building  
Fundraising  
Collaborative Decision Making

## Experience

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### EARLY LIFE CULTURAL ENRICHMENT ASSOCIATION Chicago, IL

2012 - present

Organization dedicated to growing cultural awareness via in-school and on-site experiences for pre-K to elementary-aged children living in culturally underserved communities.

#### Board Member

2016 - present

- Serving second consecutive two-year term, elected by 100% of voting board members for both terms.
- Headed the search team for an Executive Director; defined recruitment criteria, led candidate interviews. Negotiated salary and compensation with final candidate.
- Drafted a mission statement that better captures the spirit and goals of the organization.

#### Outreach Committee Chair

2015 - 2016

- Successfully led a 5-person team to create and recommend a growth strategy to broader organization. Plan was implemented and resulted in 3 new prioritized growth areas.
- Targeted partners that offered more-niche services to client-schools in response to feedback from teachers and students. Led to increased satisfaction scores via outgoing surveys and 12% increase in client-school retention.
- Formalized incoming assessment surveys to better attract enrichment partners and understand their expectations. Improved enrichment partner turnover rate to less than 8% over two years.

#### Internal Governance Chair

2014-2015

- Authored organizational bylaws by reviewing current bylaws and interviewing other board members. Revised bylaws addressed several organizational concerns and were better organized for easier reference.
- Led a workshop to teach chapter members Robert's Rules of Order, Parliamentary Procedure and motion making with a goal of running more efficient and on-time meetings.

#### Volunteer

2012-2014

- Organized and oversaw approximately 10 outings/month between client-schools and enrichment partners

## **MARY MALCOLM ELEMENTARY SCHOOL, PARENT-TEACHER ORGANIZATION, Flossmoor, IL**

### **President**

**June 2012-May 2013**

- Spearheaded new fundraising drive. Persuaded principal, school administrators and PTO executive team to raise funds in a modern and more social-media friendly way.
  - Transitioned out of mandatory involvement model to 100% voluntary participation model. Dropout rates were significantly less than anticipated.
  - Eliminated pre-determined donation amounts and initiated a process to allow parents to decide their preferred donation amounts. Monies raised exceed goal and prior year by 23% and 9%, respectively.
- Reviewed bank accounts and financial documents. Discovered over \$10K of unused funds. Recommended several large-scale purchases that would benefit entire student body.

### **Corresponding Secretary**

**June 2011 – May 2012**

- Activated several dormant social media accounts to highlight PTO activities and priorities to parent body. Anecdotally parents and administrators praised and appreciated opportunity to be better informed of PTO's initiatives.
- Communicated with parent body of 500-student elementary school via quarterly newsletters, three social media outlets. Monitored PTO email account and responded to/forwarded messages as necessary.

### **Volunteer**

**Sep – December 2010**

- Organized the "Pennies for Paula" campaign, a fundraiser for school's adopted zoo animal. Grew the fundraiser in terms of both monies raised, parent participation and media coverage.

**Community, Social and Civic Non-Profit Volunteerism** - Volunteer with several charitable organizations with a variety of missions. Often serve as committee chair and/or as executive board member. Elected, re-elected and selected numerous times to various positions. (2007-present)

## **GREEN JEANS BEAUTY, Chicago, IL**

**2001-2006**

Start-up beauty company invested in providing sustainable and ethically-manufactured skin care, hair care and make up products at entry-level price points.

### **Brand Manager – Hair Care**

**2003-2006**

- Created a 1-year, 5-year and 10-year business plan to build awareness, gain market share and expand distribution for entirety of hair care portfolio. Detailed one-year implementation plan approved. Management provided 125% of funds requested for execution.
- Initiated and launched an advertising campaign to retain current hair care consumers and capture consumers using Green Jeans skin care. Campaign grew awareness amongst skin care users by 56%.
- Managed a team of two associates and one assistant. Trained and developed both associates to early promotions to Brand Manager.

### **Associated Brand Manager – New Products**

**2001-2003**

- Forecasted volume and distribution for new product launches. Compared actual results against forecasted KPI's and presented to upper management.
- Worked closely with Finance, Sales and R&D teams to develop sku-level P&L's.

**Early Career** - Worked at several Fortune 500 corporations in marketing and sales roles. Enjoyed an expanding set of responsibilities that focused on developing consumer insights and analytical skills. Successfully worked with and motivated cross-functional colleagues. Career punctuated by several fast-track promotions.

## **Education**

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**University of Illinois** – Master of Business Administration; Bachelor of Business Administration