

# Melany Romero

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## EDUCATION

**University of Wisconsin-Madison** | Madison, WI

May 2026

Bachelor of Arts: Communication Arts: Radio-Television-Film and Information Science

- **Certificates:** Entrepreneurship, Digital Studies, Chican@/Latine Studies
- **Honors:** *Magna cum laude*, Dean's List (6 semesters) | **Cumulative GPA:** 3.8
- **Study Abroad:** Universidad Complutense de Madrid, Spain | WIP Madrid Program (*Fall 2025*)

## PROFESSIONAL EXPERIENCE

**Sub-Zero Group, Inc.** | Fitchburg, WI

June 2025 – Present

Brand Communication and Channel Marketing Intern

- Develop and execute cross-platform marketing campaigns reaching audiences of 5M+, aligning messaging with product launches and broader brand strategy
- Analyze engagement and performance metrics to refine SEO and digital marketing strategies, contributing to a 38% increase in net audience
- Manage 1,200+ customer interactions through Sprout Social, identifying engagement trends and improving response efficiency by 125% while maintaining brand voice across digital channels

**Handshake** | Remote

Jan 2025-Aug 2025

Content Creator

- Produced and edited short-form marketing content for a national Gen Z audience, generating 100K+ impressions through trend analysis and targeted storytelling
- Conducted 50+ interviews with students and professionals, synthesizing insights into content strategies that improved engagement and audience retention
- Evaluated audience behavior and retention analytics to optimize messaging, pacing, and content performance across digital platforms

**Atmosphere Madison** | Madison, WI

Sept 2023 – April 2025

Community Assistant

- Designed and executed social media marketing campaigns that increased Instagram engagement by 72% and TikTok engagement by 42% through audience research and trend analysis
- Produced short-form marketing content generating 80K+ views, strengthening brand visibility and customer engagement
- Supported leasing strategy by delivering personalized property tours and building relationships with prospective residents, contributing to 670+ leased units

## LEADERSHIP & INVOLVEMENT EXPERIENCE

**SEO Career** | New York, NY

Jan 2025 – Present

SEO EDGE Participant

- Selected participant in competitive national career development program focused on interview strategy, technical training, and professional growth

**Women in Business Technology (WIBT)** | UW-Madison | Madison, WI

Sept 2024 – Present

Vice President of External Member Relations (Spring 2025)

- Directed digital communications strategy for a 100+ member professional organization, developing marketing campaigns and content for Instagram and LinkedIn
- Promoted recruitment and professional events through targeted messaging and digital outreach, increasing engagement and visibility among prospective members

**Wisconsin Alumni Student Board (WASB)** | UW-Madison | Madison, WI

May 2024 – Present

Videographer & Photographer (Fall 2024) | Badger Business Tour Coordinator (Spring 2025)

- Produced visual content to promote 25+ campus-wide events, enhancing brand storytelling through photography and short-form video
- Planned and executed a professional networking event at the Wisconsin State Capitol, coordinating logistics and communication for a student panel featuring state legislators and representatives

**Association for Latino Professionals for America (ALPFA)** | UW-Madison | Madison, WI

Sept 2023 – Present

Selected Member

- Engage in workshops and seminars with industry professionals across 20+ corporations, gaining actionable career insights
- Collaborate with peers during mock interviews and case studies to enhance professional readiness and personal branding

## SKILLS

**Core Competencies:** Marketing Strategy, Campaign Development & Execution, Client Research, Content Creation & Strategy, Social Media Management, Community Engagement, Copywriting, Cross-Functional Collaboration, Highly Organized, Detail-Oriented

**Technical:** Adobe Creative Suite (Premiere Pro, Express, Lightroom), Multimedia Production, Sprout Social, SEO, Excel, Canva

**Languages:** English (Fluent), Spanish (Fluent)