

# MELANIE E. STUCKERT

S8585 Dogwood Road, Eau Claire, WI 54701

Cell: 320-296-5025 | Email: [melanieestuckert@gmail.com](mailto:melanieestuckert@gmail.com) | LinkedIn: <https://www.linkedin.com/in/melanie-stuckert>

## **PROFESSIONAL SUMMARY**

A driven and motivated individual, skilled in leadership and marketing communication. Productive in challenging and value-focused environments while being suited to identify marketing communication needs in an organized and efficient manner. Experienced in cross-functional roles learning all aspects of a business which has been used to complete various projects across an organization. Quick learner with the ability to adapt and work through problems and opportunities in an efficient manner.

## **EDUCATION**

**Bachelor of Science:** Marketing

**Minnesota State University, Mankato**

*Mankato, MN | August 2013 - May 2017*

*Minor:* Entrepreneurship & Innovation

*Relevant Coursework:* Professional Selling, Management Information Systems, Economics, Finance, Accounting, Business Law, Consumer and Organizational Behavior, Public Speaking, IT, Creativity and Innovation

## **SKILLS**

- |   |                        |                               |
|---|------------------------|-------------------------------|
| - Leadership                              | - Dedicated work ethic | - Experience with Adobe Suite |
| - Proficient in Microsoft Office          | - Adaptable            | - Achiever                    |
| - Organizational skills                   | - Self-motivated       | - Individualistic             |
| - Strong verbal and written communication | - Time management      | - Social media management     |
|   | - Quick learner        |                               |

## **WORK HISTORY**

**Documation, LLC.**

*Director of Sales & Marketing | Eau Claire, WI | Feb 2020 - Present*

- Conduct a cross-functional role creating and overseeing the company's strategic marketing and sales programs
- Implement, manage and execute marketing and sales campaigns to increase awareness and grow sales
- Identify challenges in the client's print programs and present solutions to meet the organization's needs in an organized and efficient manner

**Taylor Corporation**

*Marketing Specialist II | Remote, Eau Claire, WI | May 2017 - Feb 2020*

- Developed content for marketing and product programs to increase response rate and effectiveness of campaigns
- Strategically supported a team of over 200 sales reps with initiatives including campaign development, marketing support, product launches, and sales collateral development

*Business Development Intern | Mankato, MN | May 2016 – May 2017*

- Developed content for marketing programs to increase response rate and effectiveness of campaigns
- Hosted and educated Fortune 500 executives on the company's comprehensive solutions at The Taylor Technology and Innovation Center
- Assembled and created relevant content for weekly client presentations that showcase core capabilities and solutions

**Best Buy**

*Mobile Sales Consultant | Mankato, MN | August 2015 - July 2016*

- Provided personalized service and exceptional expertise for customers
- Communicated strong, up-to-date knowledge of wireless products, accessories pricing plans and service features

## **ADDITIONAL INFORMATION**

*Taylor Corporation Sales Advisory Board | Facilitator | Remote | 2019*

*MGM Grand Women's Leadership Conference | Attendee | Las Vegas, NV | August 2019*

*Taylor Corporation and Mankato East High School Mentor Program | Mentor | Mankato, MN | Spring 2018*

*The Big Event at Minnesota State University, Mankato | Team Leader | Mankato, MN | April 2016*

*The MS Walk | Volunteer Coordinator | North Mankato, MN | April 2016*

*Integrated Business Experience (IBE) at Minnesota State University, Mankato | Marketing Member | Mankato, MN | Fall 2015*