

E-mail: doria.maselli@gmail.com

Doria A. Maselli

Portfolio:
www.doriamaselli.com

PROFILE

Communications Professional with over 10 years of public relations, marketing, and communications experience. Adept at writing, editing, proofreading, project management, and content creation and execution. Effectively and creatively connect organizations to their external audiences, communicating their motives, ideals, and goals to the public.

Generated press for a variety of organizations via creative and practical methods. Experience in a corporate rebranding and repositioning effort and launching a social media platform. Worked regularly with senior level executives. Skilled copywriter and storyteller. Social media content creation consultant for small businesses and freelance writer. Bachelor of Science degree in Communications with a public relations concentration.

SKILLS

- Microsoft Office
- Raiser's Edge
- Constant Contact
- Mailchimp
- Survey Monkey
- CRM Software
- WordPress
- Copywriting
- Editing
- Proofreading
- Article and Feature Writing
- Project Management
- Content Creation
- Event Planning
- Public Speaking and Presenting
- Marketing
- Sales Support
- Community Relations
- Media Relations
- Public Relations
- Press Releases
- Social Media
- Office/Administrative
- Product Development/Launch

PROFESSIONAL EXPERIENCE

Mosaic Marketing Studio: Olympia, WA

Chief Content Creator

(3/18-present)

- Create content including: articles, blog posts, e-newsletters, and social media messaging for a variety of non-profit and mission-based organizations
- Provide copywriting, proofreading, and editing skills
- Interview local business owners and attend community events and meetings
- Develop new and innovative strategies to communicate client messages

Salem State University: Salem, MA

Office Assistant-Institutional Advancement

(3/17-8/17-contract employee, temporary assignment)

- Provided administrative support to Institutional Advancement team
- Assisted with Institutional Advancement Events coordination and support, including Opening and Ribbon Cutting of Sophia Gordon Center for the Creative and Performing Arts, an \$18 million project and renovation
- Used Raiser's edge for event management, reconciliation, and generating reports
- Managed both alumni and event requests and inquiries

- Interacted regularly with alumni and foundation board members, university donors and constituents

Freelance Communications Consultant: Remote

(6/15-present)

- Provide social media and marketing consultation to clients
- Write and proofread articles, press releases and other communications materials
- Manage social media campaigns and special projects as requested

Southeast Georgia Health System: Brunswick, GA

Marketing Coordinator (8/14-6/15)

- Designed, drafted, and distributed “Team Talk,” company-wide bi-monthly newsletter
- Wrote press releases and edited, proofread and wrote copy for a variety of marketing materials and communications
- Collected, distributed, and archived daily media clippings, responded to media requests
- Managed special projects, including: development and production of collateral material and coordination of advertising and media plans with advertising agency
- Coordinated projects with other departments and supported community relations and health system event activities

King & Prince Seafood: Brunswick, GA

Associate Marketing Manager (6/12-8/14)

- Coordinated marketing materials and other details of new product launch, including: development of marketing materials, product demonstrations, sales training, and tradeshow planning
- Worked closely with sales, research and development, and other cross-functional teams
- Selected to committee to choose King & Prince’s new marketing agency (along with Director of Marketing, VP of Sales and Marketing, and CEO)
- Ran several projects in entirety, including: photo shoots, product training video shoots, and “Commitment to Excellence” launch, an internal employee relations campaign- involved working closely with senior management
- Drafted and distributed all company press releases, generated several articles in both trade and local publications

First Realty Management/Lawrence Community Works: Union Crossing – Lawrence, MA

Marketing and Community Outreach Consultant (12/11 – 2/12) (short-term, contract assignment)

- Developed and implemented short-term and long-term marketing strategies to assist tax-credit residential property with the leasing of 20 units in one month; property exceeded goal
- Created marketing materials and drafted press releases resulting in headline article in *The Eagle Tribune*

Hallkeen Management: Washington Mills, LLC – Lawrence, MA

Assistant Property Manager / Marketing Specialist (10/07-10/10)

- Conducted community and corporate outreach by gathering contacts, attending local events and meetings, and organizing cross-promotional marketing events with area businesses
- Implemented “Local Business of the Month” program, working to support local, independent businesses
- Developed and distributed marketing materials in multiple formats (including flyers, press releases, monthly e-newsletters, and social media)

EDUCATION

- **Salem State University:** Salem, MA, Bachelor’s Degree in Communications: Public Relations
- Magna Cum Laude Graduate (Cumulative GPA 3.7); Member of Lambda Pi Eta communications studies honor society