



Melissa Iverson

Communications Leader & Storyteller

(519) 778-0925 | melissagiverson@proton.me | melissagiverson.com

Experience

Multimedia Communications Specialist | Montana State Fund | May 2017 - May 2024

Led strategic communication initiatives to strengthen brand identity and enhance stakeholder engagement across multiple channels. Specialized in transforming complex information into accessible, engaging content for diverse audiences.

- Streamlined internal communication processes, reducing approval timelines by 30%
- Spearheaded comprehensive rebranding initiative, personally revising and redesigning 200+ documents resulting in improved brand consistency metrics
- Led website redesign project from concept to execution, conducting 18 stakeholder information sessions and leveraging analytics to drive a data-informed content strategy
- Managed communications for several organizational conferences and numerous virtual meetings, overseeing all communication materials while providing end-to-end technical support
- Directed collaborative effort to implement innovative satisfaction measurement process, exceeding engagement benchmarks for four consecutive years

Communications Officer | Montana Medical Association | May 2016 - May 2017

Managed comprehensive internal and external communications strategies in a fast-paced healthcare association environment. Recognized for crafting compelling press releases, securing coverage in major state publications.

- Championed the creation of an online physician community platform, achieving all participation goals
- Developed and executed the communications strategy for a successful legislative campaign mobilizing healthcare professionals, law enforcement, and other stakeholders

Marketing Specialist | Student Assistance Foundation | August 2013 - May 2016

Supported integrated marketing and communications initiatives while developing expertise in multi-channel content development.

- Created engaging content across digital and print channels, contributing to increased audience engagement
- Collaborated with cross-functional teams to ensure message consistency
- Managed production workflows for concurrent marketing projects, ensuring on-time delivery within budget



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Education

Bachelor of Science in Public Relations | Montana State University

Core Competencies

Strategic Skills

- Brand Development & Management
- Budget Management & Fiscal Responsibility
- Change Management Communications
- Integrated Communications Strategy
- Internal Communications & Engagement
- Narrative Development & Storytelling
- Stakeholder Engagement & Management
- Strategic Communications Planning

Professional Strengths

- Coaching & Mentoring
- Cross-functional Team Leadership
- Data-driven Decision-Making
- Executive Presence & Influence
- Process Improvement Mindset
- Project & Program Management
- Relationship Building
- Strategic Problem-solving

Technical Expertise

- Adobe Creative Suite
- Content Management Systems (WordPress, SharePoint)
- Email Marketing Platforms (Campaign Monitor, Constant Contact, Mailchimp)
- Internal Communications Platforms (Teams, Slack)
- Meeting Registration Tools (Regfox, Whova)
- Microsoft Office Suite
- Project Management Tools (Basecamp, Jira)
- Survey & Feedback Tools (SurveyMonkey, JotForm)
- Virtual Event Management Platforms (Zoom, Teams, YouTube)
- Web & Social Media Analytics (Google Analytics, Meta Business Suite)