



Melissa Iverson

Communications Leader & Storyteller

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

Experience

Freelance Communications Consultant | DM Iverson Consulting | October 2024 - Present

Delivered high-quality materials across digital channels supporting engagement and awareness.

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.

- Spearheaded a multi-year internal communications strategy during the transition to hybrid work, including a monthly video series recognized with a national award for Excellence in Internal Communication
- Led a full corporate website redesign, conducting 18 stakeholder sessions and leveraging analytics to build an audience-centric navigation system serving over 64,000 monthly visitors
- Partnered with leadership to streamline internal approval workflows, reducing communication turnaround times by 30% and implementing a prioritization system that increased delivery speed
- Used Adobe Creative Suite and Microsoft 365 (including SharePoint, Teams, and Outlook) to design, distribute, and track digital communications; recognized for improving internal newsletter readership by 20%

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
- 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

- Content Management Systems (WordPress, SharePoint)
- Creative Design Suites (Adobe, Affinity, Canva)
- 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)