



Melissa Iverson

Communications Leader & Storyteller

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

Experience

Freelance Communications Consultant | **DM Iverson Consulting, Oakville, ON** | **October 2024 - Present**

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

Multimedia Communications Specialist | **Montana State Fund, Helena, MT** | **May 2017 - May 2024**

Led strategic communication initiatives to strengthen brand identity, enhance stakeholder engagement, and support organizational change efforts. Specialized in transforming complex information into accessible, engaging content for diverse audiences.

- Grew following on LinkedIn by 30% and Facebook by 20% through targeted editorial calendars, human-interest stories, and partner cross-tagging
- Revamped dividend communication campaign, transforming dense materials into a multi-channel experience achieving 23% QR code visit rate and doubling engagement targets
- Partnered with leadership to streamline internal approval workflows, reducing communication turnaround times by 30% and implementing a prioritization system that increased delivery speed
- Led internal communications strategy, boosting employee newsletter readership by 20% through storytelling, multimedia and voice of the employee content

Communications Officer | **Montana Medical Association, Helena, MT** | **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, Helena, MT** | **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
- Integrated Communications Strategy
- Internal Communications & Engagement
- Learning & Development Communications
- 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, Meltwater)