



## Melanie Rubin

## Writing and Communications

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### SUMMARY

Writing/Communications/PR/Fundraising/Training professional, assisting with websites and other business communications that support an individual or an organization's success. Ms. Rubin also produces job hunting materials and offers assistance with career coaching.

### SKILLS

- Creating strategic, professional websites, with easy navigation and effective writing
- Developing and implementing PR and communications plans that increase clientele
- Writing concise and powerful resumes and cover letters
- Strategic support for structuring/writing/finishing/publishing books and dissertations
- Building social media presence that leads to measurable action
- Supporting successful fundraising campaigns
- Designing and delivering trainings, both in-person and online

### EXPERIENCE

#### **Co-Director and Associate Director, Acupuncturists Without Borders**

Albuquerque, New Mexico, June 2009 - Present

This non-profit trains acupuncturists to provide disaster relief services nationally and internationally.

- Wrote articles, e-newsletters, end-of-year letters, email campaigns, brochures, and trainings
- Managed PR campaigns with placement such as Dr. Oz Magazine and the Orlando Sentinel
- Coordinated new web site development, increasing user engagement to 1,000 views/week
- Supported increase of Facebook presence to 7,500 followers
- Personally delivered more than 4 dozen trainings nationally and internationally

#### **Marketing/PR Coordinator, Writer, Performer, Trainer, He Dates, She Dates**

Albuquerque, New Mexico, June 2013 - Present

Coaching/training organization helping men and women find love

- Interviewed 36 women and 12 men to write the book *What Women Really Want from Men*
- Co-wrote and performed sold-out comedy/magic shows based on the book
- Managed a PR campaign with coverage of the shows/book signings in ABQ publications
- Facilitated 4-month groups with single men and women based on the book

#### **Director of Communications and Strategic Initiatives, National Family Voices**

Albuquerque, New Mexico, October 2011 - June 2013

This non-profit provides advocacy for families of children with special health needs and disabilities.

- Wrote 24 press releases that fed information to national press and the D.C. policy team
- Mentored membership agencies in all 50 states, and supported an increase in private members
- Managed the organization's complex publications offerings, and produced annual reports
- Wrote 5-figure grant proposals that were funded, including for Blue Cross/Blue Shield NM
- Managed design/production of all publications, including the annual report

**Outreach Director, Albuquerque Backyard Farms**

Albuquerque, New Mexico, March 2009 - 2014

Coalition of groups working to provide education about home farming.

- Co-wrote the book *The Home Farming Revolution for Drylands*, used as a text at UNM
- Managed a PR campaign that got TV coverage and a full-page story in the ABQ Journal
- Published in *Edible Santa Fe*
- Co-produced the most well-attended tour of backyard farms ever in Albuquerque

**Executive Director, New Mexico Academy of Healing Arts**

Santa Fe, NM, September 2007 - February 2009

Non-profit bodywork school.

- Directed all marketing, advertising, and PR campaigns
- Managed a staff and faculty of 25 people
- Produced open house events and celebrations attracting 50 - 100 people
- Managed the organization's budget, projects, and strategic direction

**Marketing Consultant, MassagePROFIT.com**

Albuquerque, NM, Fall 2005 - Fall 2007

Professional PR, marketing/consulting organization for massage schools and professionals.

- Produced a web site that made the client 4x more visible than any competitor in the state
- Got four articles placed in *Massage Magazine*, and wrote these articles
- Trained schools across the U.S. in how to increase their enrollment

**Other Experience:**

- Co-curated a large art/photography show, and facilitated PR placement of a front page arts section article in the ABQ Journal which resulted in a turnout of 125 people for the opening
- Produced documentary programming for NM Public Television and Oregon Public Broadcasting, including a series about the arts called "Oregon Art Beat"
- Created online training, managed focus groups, conducted needs assessments, and wrote books for Creative Media Development (CMD) and CMD Press in Portland, OR
- Wrote books and other products for Productivity Press in Cambridge, MA and Portland, OR

**EDUCATION****Degrees**

- Masters of Education focusing in Instructional Design & Communications, University of Mass., Boston
- Bachelor of Arts, Brown University, Providence, RI w/ honors, Phi Beta Kappa, Magna Cum Laude

**Technology, Professional Development, and Certification**

- Adobe Illustrator, Photoshop, Captivate, Camtasia, and Online Learning Systems
- Microsoft Office Suite, Constant Contact, Facebook, Twitter, Instagram, WordPress
- Public Speaking Training with Richard Greene, Burbank, CA
- Completed the Small Business Coaching Certification Training Program, Coach University
- Training in film, video, and audio design, pre-production, production, and post-production:

Northwest Film Center, Portland, OR  
 Anthropology Film Center, Santa Fe, NM  
 Cambridge Community Television, Cambridge, MA  
 Boston Film and Video Foundation, Boston, MA  
 Emerson College, Boston, MA