

MELISSA ROBAINA

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OBJECTIVE

In my pursuit for self-development, I seek opportunities that invite collaboration, encourage creativity, and celebrate individuality.

EXPERIENCE

SUSTAINABLE TRAINING SOLUTIONS COORDINATOR

COMPANY OF EXPERTS – *(JANUARY 2009 TO PRESENT)*

- Certified Appreciative Inquiry Facilitator and Consultant for the Company of Experts; delivering strength-based trainings online and face-to-face.
- Collaborates with numerous subject matter experts around the world researching, organizing, and writing training and consulting material that nurtures discussion and is applicable to today's rapidly changing work environment.
- Designs and oversees all marketing, branding, and advertising efforts on behalf of this Company. This includes all printed and electronic materials, such as brochures, flyers, social media, weekly email promotions, and monthly e-newsletters.
- Attracts, engages and connects with people who are looking to purchase Company products and services by managing its social media presence on sites such as Facebook, Twitter, LinkedIn, YouTube, Picassa, WordPress, Instagram, and Google+.
- Assists with negotiations for event venue contracts, develops event budgets, arranges catering, orders training supplies, prepares instructional materials, and makes and confirms travel arrangements for event trainers.
- Designs, codes, and implements customized WordPress websites through the use of html, themes, functions, and plugins.
- Adheres to Search Engine Optimization techniques to ensure Company website has premier placement on internet searches.

MARKETING ASSOCIATE

DISTANCE EDU LEARNING – *(JULY 2007 TO DECEMBER 2008)*

- Liaised and networked with a range of stakeholders including customers, colleagues, suppliers and partner organizations'
- Managed the production and distribution of marketing materials, including brochures, flyers, website, and e-newsletters with the purpose of generating new sales leads for the company.
- Organized and participated in nationwide conferences as an exhibitor and presenter.
- Designed and delivered presentations and software demonstrations that highlighted the product's unique features and competitive advantage.
- Developed, proofread and printed the Company's software user manual.

SMALL BUSINESS BOOKKEEPING SPECIALIST

TRIFFET ACCOUNTING & MANAGEMENT – *(JULY 2005 - JUNE 2007)*

- Monitored small-businesses daily transactions by generating invoices, reconciling bank and credit card statements, inscribing checks, preparing bank deposits, and generating financial reports.

EDUCATION

UNIVERSITY OF PHOENIX – (2009 – 2011)

MASTERS OF BUSINESS ADMINISTRATION

- Graduated Magna Cum Laude

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE – (2005 – 2007)

BACHELORS OF SCIENCE WITH FINANCE EMPHASIS

- Graduated Summa Cum Laude
- Member of Gamma Sigma Alpha Honor Society
- Academic Achievement Chair for Alpha Xi Delta Fraternity

COLLEGE OF THE SEQUOIAS – [2003 – 2005]

ASSOCIATE OF ARTS

- Vice-President of Alpha Gamma Sigma Honor Society

ACCOMPLISHMENTS

- Co-authored two articles, “Creating a Legacy to Live Into: The Macon Miracle” and “The Macon Miracle: A Community [Re]Designing Education to Capture the Hearts and Minds of Students”; highlighting her Company’s work in Appreciative Inquiry and positive change facilitation. These articles are scheduled for publication this year in two separate books: AI in Schools and Advances in Appreciative Inquiry.

AFFILIATIONS

- Vegas Young Professionals (VYP)
- Las Vegas Chamber of Commerce