

Melanie Moul

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Research & Enterprise Content Manager - Communications & Content Manager - Managing Editor - Features Editor - Assistant Editor

[North American Hardware and Paint Association](#) 2016–2024

KEY EXPERIENCE & RESPONSIBILITIES

- **Communications strategy:** Collaborate cross-departmentally and with external partners to align communications deliverables with member needs and association goals
 - **Content development & strategy:** Support communications team with ongoing print and digital production for two media brands; contribute to annual editorial planning in conjunction with managing editor, executive editor and publisher
 - **Research development:** Identify retail and home improvement trends and execute industry-leading research projects, including survey development, deployment, data analysis and report production
 - **Partner relations:** Support multiple client custom publications and advertiser content packages as the primary project manager
 - **Public speaking:** Prepare and deliver topical presentations and moderate panel discussions at retail industry events; regular host of association podcast
 - **Personnel:** Hired and managed up to five team members, both editors and graphic designers
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Managing Editor - Assistant Managing Editor - Editorial Assistant

[The YGS Group](#) 2014-2016

KEY EXPERIENCE & RESPONSIBILITIES

- **Project management:** Led editorial calendar planning, scheduling, content development, client management and editorial production for eight trade association clients
- **Departmental teamwork:** Collaborated with designers, account managers, external partners and creative services leadership to produce client projects
- **Freelance logistics:** Hired and managed several remote freelance editors across multiple projects

SKILLS & EXPERIENCE

Editorial planning - Internal communications - Copy editing - AP Style - Public relations - Print production - Research - Public speaking & moderating - Event planning - Podcast hosting & production

PROGRAMS & TOOLS

WordPress - Asana - Slack - Google Suite - Microsoft Suite - Adobe InCopy - Mailchimp - Survey Monkey - Canva

EDUCATION

York College of Pennsylvania
Bachelor of Arts, Professional Writing

PORTFOLIO

Samples of my work are available [here](#)