

Melissa Chelf

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WORK EXPERIENCE

Coulee Creative

2014 – Present

Chief Marketing Officer

La Crosse, WI

- Lead marketing and digital content strategy throughout the entire process, including market research, audience analysis, content UX/structure, storytelling, and copywriting for web, email, social media, and PPC.
- Act as the internal project manager/authority on all projects, build action plans and timelines, ensure deliverables meet goals, manage priorities of multiple projects, and seek to continually improve processes.
- Add/Edit website content in WordPress, Drupal, SquareSpace and Shopify, configure pages, audit SEO, and ensure quality across responsive devices.
- Execute campaigns to drive online growth through email (Mailchimp, ActiveCampaign), social media (community-engagement posts and paid ads), content marketing (blogs/articles) and PPC ads.
- Act as the liaison between the company and clients, leading meetings, managing communication and expectations, tracking feedback, and communicating updates to all teams.

Gundersen Health System

2012-2014

Marketing Consultant – La Crosse, WI

- Understand and analyze data such as service line business goals and revenue forecast, market share, access and capacity, reimbursements, payer mix, market growth projections, and competitive analysis.
- Work cross-functionally with Executive Leadership, Directors, Physicians, and service teams to meet goals.
- Develop strategic marketing plan to ensure growth and profitability, managing multiple budgets (\$50k-\$500k).
- Review ROI metrics, Google Analytics, SEM/SEO reports, and make adjustments based on insights.

PREIT - Valley View Mall

2007-2012

Marketing Director – La Crosse, WI

- Develop strategic marketing plan and budget to achieve goals, impact sales, traffic, and market share.
- Work closely with mall merchants to build positive relationships and maximize sales opportunities.
- Create, market, and oversee community-related on-site events and promotions to increase traffic.
- Develop and implement a proactive public relations program, serving as liaison with media and community.

Ovation Marketing

2006-2007

Account Manager – La Crosse, WI

- Maintain the relationship between the agency and clients, ensuring all project goals are met.

Regal Plastic Company

2004-2006

Territory Sales Manager – La Crosse, WI

- Maintain current clients and interest new buyers in plastic products and solution-based services.

EDUCATION

University of Wisconsin - La Crosse

Graduation: May 2004

BS - College of Business, Marketing

SKILLS & INTERESTS

- **Skills:** Marketing strategy, website management, lead generation, account management, project management, email marketing, social media, copywriting
- **Interests:** Mountain biking, winter fat biking, road biking, yoga, running, traveling, reading