



MELISSA CHELF

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WORK EXPERIENCE

Director of Marketing

2022 – present

WakeMAKERS | Bend, Or

- Total ownership of marketing department, budget, and ROI. Develop and execute strategy for e-commerce store [WakeMAKERS.com](https://www.wakemakers.com) (Shopify) including promo content/design, product merchandising, email/SMS marketing (Klaviyo).
- Collaborate with engineering, sales and supply chain teams to achieve wins in sell-through, margin and inventory turns.
- Oversee SEM account growth back to 12% A/S (+4.5%), grow SEO rankings including keyword research and writing.

VP of E-commerce Marketing

2020 – 2022

OneroRx | Des Moines, IA (remote)

- Develop marketing plan and execute strategy for [CAMFormulas.com](https://www.camformulas.com) (Shopify) and [BioActiveNutrients.com](https://www.bioactivenutrients.com) (Bigcommerce), including managing both e-commerce websites, design/content creation for all promotions, CRM segmentation including email/SMS marketing (Klaviyo), and push promotion. Manage Customer Service team.
- Manage [OneroRx.com](https://www.onerorx.com) website (WordPress) and manage Marketing Director for regional pharmacies in IA/IL/WI.

Director of Marketing

2015 – 2020

Coulee Creative | La Crosse, WI

- Prepare project scope and manage projects for website design/development and marketing needs of clients.
- Manage content on a variety of CMS platforms (Shopify, Wordpress, Drupal); act as liaison between client/dev/design.

Marketing Consultant

2012-2015

Gundersen Health System | La Crosse, WI

- Analyze data for business goals and revenue forecast, market share, access and capacity, reimbursements, payer mix, market growth projections, and competitive analysis to develop a strategic marketing plan. Manage multiple marketing budgets and campaigns, work cross-functionally with internal teams, analyze KPIs, and report on ROI.

Marketing Director

2007-2012

PREIT - Valley View Mall | La Crosse, WI

- Develop and execute strategic marketing plan and budget to achieve goals, impact sales, traffic, and market share.
- Create and execute community-related events and promotions; act as local media liaison.

Account Manager

2006-2007

Ovation Marketing | La Crosse, WI

Territory Sales Manager

2004-2006

Regal Plastic Company | La Crosse, WI

EDUCATION

Bachelor of Science (BS): Marketing

University of Wisconsin La Crosse

Graduation: May 2004

SKILLS & INTERESTS

- **Skills:** Marketing Strategy, Communication, Leadership, Google Suite, Email Marketing, Project Management
- **Certifications:** Email Marketing Certification (Klaviyo), SEO Fundamentals & Content-led SEO (SEMRush)
- **Interests:** Mountain biking, hiking, running, pickleball, fat biking, skiing, yoga, SUP, traveling, reading