Melody Sharp 3395 N. Polo Drive • Aptos CA 95003

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Skills Summary: More than 25 years of marketing experience, including marketing communications, website development and training clients. For the past 18 years, I've had my own business designing and developing websites. Advanced proficiency in Dreamweaver, WordPress, Illustrator, Photoshop, JavaScript, plus Content Management Software, including: WordPress and Joomla. I also have SEO skills and experience training individuals and groups to use WordPress

Experience:

Melody Sharp Web Design **Santa Cruz, CA**
Website Design and Development 1996 – Present
I left my position at Threshold to run my own business full-time in 2004. Since then, I've designed and developed more than 200 websites. I create custom site designs, redesigns of old sites and perform updates, in addition to performing routine site maintenance.

Threshold Enterprises **Scotts Valley, CA**
Marketing Writer/Website Designer 1996 – 2004
Threshold Enterprises, Ltd., Scotts Valley. Wrote informational copy and marketing materials for nutritional supplement company. Designed and developed four company web sites, including e-commerce.

ETR Associates **Scotts Valley, CA**
Sales & Marketing Manager 1994 – 1995
Marketing for health publisher, including trade shows, presentations, budgets and product launch.

Hayden & Associates **Aptos, CA**
Publishing Representative 1992 – 1994
Marketed book and multimedia publishers in Northern California and Nevada and increased sales 23%.

Chambers of Commerce **Watsonville & Santa Cruz, CA**
Marketing Manager 1987 – 1992
Wrote articles, photographed events, sold advertising for 24-page monthly newspaper, Business Santa Cruz. Produced annual report, directory, press releases and flyers.

Cabrillo Community College **Aptos, CA**
Public Information Officer 1984 – 1987
Developed press and community relations strategy, print and electronic campaigns. Wrote 200+ press releases a year. Supervised the production of school catalog and schedule of classes.

Education:

Digital Media and Programming Coursework **Cabrillo, College, Aptos, CA**

M.A. Communications/Journalism **California State University, Fullerton, CA**
B.A. Comparative Literature

Volunteer/Other:

Author of *Getting On Top*, a self-help book in career development. Freelance writing for high tech, tourist, retail and business services: Metro, The Sun, Monterey Life, California Magazine, Aptos Times, columnist for *Shape* magazine.

Past Board President, Land Trust and Volunteer Center, Santa Cruz County.