

Melody Sharp
3395 N. Polo Drive, Aptos, California 95003
Phone: 831-685-8318 FAX: 831-684-2704
E-mail: SharpSagen@aol.com Website: www.melodysharp.com

- More than 25 years of marketing communications, including writing and web design. For the past 10 years, I've had my own business designing websites. My background combines a broad range of creative and technical writing with design skills: marketing plans, product launches, newsletters and press releases. I have advanced proficiency in Dreamweaver, Illustrator, Photoshop, DHTML and Javascript, as well as dabbling in Flash and Content Management Software's such as Joomla! and PHPbb Forum.

1996 - Present Owner, Melody Sharp Web Design. I left my position at Threshold to run my own business full-time in 2004. Since then, I've designed more than 25 websites. I create new designs, redesigns and updates, as well as doing routine site maintenance.

1996 - 2004 Marketing Writer/Web Designer, Threshold Enterprises, Ltd., Scotts Valley • Wrote information copy and marketing materials for nutritional supplement company. • Designed and developed 4 company web sites, including e-commerce.

1994 - 1995 Sales & Marketing Manager /ETR Associates, Scotts Valley • Marketing for health publisher, including trade shows, presentations, budgets and product launch.

1992 - 1994 Publishing Representative /Hayden & Associates, Aptos • Marketed book and multimedia publishers in Northern California and Nevada. Increased sales 23%.

1987 - 1992 Marketing, Chambers of Commerce, Santa Cruz/Watsonville • Wrote articles, photographed events, sold advertising for 24-page monthly newspaper, Business Santa Cruz. Produced annual report, directory, press releases, and ads.

1984 - 1987 Public Relations & Marketing /Cabrillo College, Aptos • Developed press and community relations strategy. Produced print and electronic campaign that increased enrollment 10 percent. Wrote 200+ press releases a year. Supervised production of catalog, schedule of classes.

- M.A. Communications/Journalism, B.A. Comparative Literature, California State University, Fullerton. Primarily Macintosh platform/software: Dreamweaver, Fireworks, HTML, Quark, PageMaker, Illustrator, Photoshop, Excel.

- Author of *Getting On Top*, a self-help book in career development. Freelance writing for high tech, tourist, retail and business services. Articles in Metro, The Sun, Monterey Life, California Magazine, Aptos Times. Columnist for *Shape* magazine. Volunteer Board President, Land Trust, Santa Cruz. Past President, Volunteer Centers, Santa Cruz County.