

Elizabeth Melby

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Education

Hope College - Holland, MI

B.A. in Communication & Media Production

Professional Experience

Cutters Studios - Chicago, IL

Assistant Editor | September 2022 - March 2025

- Collaborated with clients like State Farm, McDonald's, Burger King, and Jersey Mike's to deliver high-quality video edits, contributing to campaigns that reached millions of viewers.
- Organized, prepped, and archived projects, reducing post-production turnaround time.
- Provided creative input to enhance video content, leading to improved client satisfaction.

Melby Media - St. Charles, IL

Freelance Videographer, Photographer, and Graphic Designer | June 2014 - Present

- Strategized content that increased audience engagement across multiple platforms for businesses and individuals.
- Produced and edited high-quality video, photography, and design assets for brands, non-profits, and individuals, including Raging Waves Water Park, Ha. Routine, Medly Wines, Wander + Ivy, UFC Gym and others.
- Implemented data-driven content strategies that led to increased sales, engagement and community reach.
- Managed project timelines and budgets, completing 100% of projects ahead of schedule.

Raging Waves Waterpark - Yorkville, IL

Digital Marketing Intern | Aug 2020 - March 2021

- Created social media strategies that boosted following by 67% across Instagram.
- Produced interactive graphics and video content, increasing customer interaction by 600%.
- Managed marketing campaigns from concept to execution, contributing to the increase in sales and social media engagement.

Hope College - Communication Department - Holland, MI

Social Media Marketing Creator | May 2018 - May 2020

- Designed and implemented social media strategies to highlight alumni, professors, and students.
- Conducted interviews, scheduled content calendars, and developed a cohesive social media aesthetic.
- Increased audience engagement through thoughtful storytelling and visually compelling content.

Charter Creative - Carol Stream, IL

Creative Content Producer | June 2019 - Nov 2019

- Led content strategy, scriptwriting, and storyboarding for digital campaigns.
- Managed production schedules and sourced creative assets, reducing content turnaround time.

Imagn Events - Winfield, IL

Creative Content Producer Intern | May 2019 - Aug 2019

- Supervised video and photography shoots, aligning content with brand identity and increasing client satisfaction by 6%.
- Developed engaging digital narratives, leading to client retention.
- Implemented and created social media based content for a Country music festival featuring Toby Keith that resulted in 60% ticket sales the first day.

Key Skills

- Content Strategy & Brand Storytelling
- Social Media Management & Audience Growth
- Video Production & Editing (Avid Media Composer, Adobe Premiere, Final Cut Pro)
- Graphic Design (Photoshop, Illustrator, InDesign)
- SEO, Analytics & Performance Tracking
- Copywriting & Editorial Strategy
- Project Management & Cross-Team Collaboration

Notable Achievements

- BEA Festival Documentary Award Winner (2020)
- Raised \$370K+ for Dance Marathon as Publicity & Merchandise Chair