

Melissa S. Chiou

United States



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Summary

Senior-level media professional with 20 years of experience across broadcast, digital, and live events in LA and DC.

- integrative content strategy
- content development
- SEO optimization
- social media marketing
- project management
- video production
- PR pitching

Successfully pitched and sold concepts to National Geographic, Universal Pictures, McCormick, and Chime.

Clients have included corporate media (Warner Brothers, DIRECTV, Discovery), biotech, tech, startups, government, and nonprofits.

SOFTWARE:

Marketing - HubSpot CRM, Zoom webinars, MailChimp email marketing, live events, social media schedulers Hootsuite, Sprout Social, Agorapulse; Google Sheets, Excel, PowerPoint, Adobe CC (Express, Photoshop, Illustrator, Rush)

Project Management - Airtable, Monday.com, Trello, Slack

Video - Avid, Adobe

Who I help:

Medium to large businesses looking to stay ahead in their digital modernization.

Book a call:

<https://calendly.com/melissachiou1/30min>

Experience



Sr. Marketer/ Consultant/ Advisor

www.melissaschiou.com

Jul 2021 - Present (3 years 2 months)

Modernizing B2B and B2C businesses for a digital-first audience.

Website and social media optimization for content strategy and SEO, live event support, and PR/ concept pitching to increase brand awareness, sales leads, and engagement.

EXPERTISE: Inclusive copywriting, best practices for digital copywriting, modern design principles, Adobe Express brand ambassador (producing tutorials)

Clients:

- Double Helix Optics (B2B biotech) - improved website SEO score by 40%, go-to-market email marketing product launch for webinar funnel to increase sales leads
- Prepare Inc. (self-defense school NYC) - content strategy website audit and UX prototyping
- Bichsel Medical Marketing Group (agency) - social media marketing
- Levitate Media - copy editing for website relaunch



Social Media Marketing Consultant (U.S. Army contract)

The Bridge Group

Jun 2020 - Jun 2021 (1 year 1 month)

Created a new YouTube influencer program for the U.S. Army Band - market research, budgeting, analytics ROI. Generated 40K total YouTube views across influencers to increase audience reach and visibility for virtual concerts streaming on Facebook and YouTube.



Freelance Content Producer/ Manager

Various

Sep 2014 - Jun 2020 (5 years 10 months)

Content development and management for digital channels, pitching and selling content to companies, updating and managing website content / migrations in WordPress CMS.

Publications/ Clients: We Said Go Travel, St. Giles Hotel, Ruthless Fit Challenge, Hipster's Guide to LA, Octane PR, nonprofits, startups



Project Lead (Project Manager), BC Production Operations (DVR/TiVo)

DIRECTV Broadcast Center

Sep 2012 - Aug 2014 (2 years)

Managed and led B2C broadcast entertainment marketing campaigns sent to DIRECTV DVR/ TiVo set-top consumer boxes - asset tracking, video editing/ encoding, on-air & off-air troubleshooting.

Responsible for client-facing scheduling and kick-off calls, reviewing incoming assets (text, video, graphics) for correct technical specs and content, and publishing broadcast marketing campaigns live to air.

Troubleshooted technical issues in the Final Cut Pro / Avid bay and designed broadcast graphics to spec using key art in Adobe Photoshop.

Optimized workflow efficiency across internal departments and external clients (Ad Sales DIRECTV NY, media buying agencies, Creative, Traffic, BOC, Tech Services, Media Prep), wrote department training materials and SOPs, and trained staff.

Reported campaign performance and KPIs for client review.

Clients: STARZ, Warner Brothers, Showtime, MTV, Animal Planet, Discovery, CMT, WeTV, National Geographic



Assoc, BC Production Operations (DVR/ TiVo)

DIRECTV Broadcast Center

Dec 2010 - Sep 2012 (1 year 10 months)

Provided client-facing project management and technical production expertise - created and maintained content calendar and deadlines for upcoming marketing campaigns with internal and external clients, scheduled broadcast uplink with Traffic and BOC with the correct satellite coordinates and allotted broadcast times, edited video in Avid, Final Cut Pro & TiVo encoding software, authored DVDs with DVD Studio Pro and Compressor, and completed or reviewed graphics in Adobe Photoshop.



Project Coordinator (DVR/ TiVo)

DIRECTV Broadcast Center

Jan 2009 - Dec 2010 (2 years)

Provided client-facing project management and scheduling of marketing campaigns with clients and DIRECTV Ad Sales, edited video in Avid and TiVo encoding software, reviewed or designed broadcast graphics in Adobe Photoshop, and authored DVDs with DVD Studio Pro, Compressor, and Toast.



Program Prep Tech - TV Studio

DIRECTV Broadcast Center

Nov 2006 - Jan 2009 (2 years 3 months)

Set up and maintained 2 HD TV studios, control rooms, multiple Quantel edit bays, and server room at the DIRECTV 24/7 Broadcast Center for optimal efficiency. Ingested video into servers and managed data storage of digital files.

Routed video and audio to multiple feeds and monitors. Updated broadcast graphics in Adobe Photoshop.

Provided technical and production support (including on-air and off-air troubleshooting) for taped studio shoots (Leonard Maltin's Maltin Minute, The Audience Network), live sports shows (NFL Sunday Ticket Red Zone Channel, NASCAR Hot Pass, MLB Strike Zone), and interactive mix channels (Sportsmix, Newsmix, Kidsmix).



Teleprompter Operator

Telescript DC, Inc.

Jun 2003 - May 2006 (3 years)

Set up and operated teleprompter set-ups (standalone, on-camera mounted, public speaking, in-studio) for broadcast network TV shows, corporate training, and live events.

Worked with on-air talent to rehearse and edit scripts.

Shows: NBC Dateline, Charlie Rose Show, Good Morning America, Hispanic Heritage Awards, and TLC promos, IRS internal training broadcasts

On-air talent: Lynda Carter, Bob Dole, Dick Gephardt, Rachel McAdams, executive leadership & CEOs
- IRS, Postal Service

Education



William & Mary

BA, English



Henninger Media Services

Avid Media Composer 101



Type Ed - Los Angeles

Typography - Level 2 & Boot Camp: Core Training (InDesign)

<http://type-ed.com/>



Online Workshop

Intro to UX Writing

Skills

Solution-oriented • Creative Problem Solving • Online Presence • Strategic Communications • Written Communication • Video Production • Expert Advisor • Copywriting • Content Management • Content Strategy