



ELI MELILLO

STRATEGIC COMMUNICATIONS

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EDUCATION

Louisiana State University

- **Master of Mass Communication | 2019 - 2020**

Focus: Strategic Communication, Health Communication, Crisis Communication

GPA: 4.07

- Patricia Kay Benoit Graduate Research Award recipient
- Kappa Tau Alpha honors

- **Bachelor of Arts in Mass Communication | 2013 - 2017**

Major: Public Relations

Minor: Business Administration

GPA: 3.86

- National Society of Collegiate Scholars

EXPERIENCE

Louisiana Department of Health

- **Communications/Policy Program Manager | April 2024 - Present**

Office for Citizens with Developmental Disabilities

Strategic Communication:

- Serves as the communication subject matter expert for OCDD
- Writes, edits, and manages announcements, memos, reports, stories, operational instructions, and provider forms
- Designs brochures, flyers, graphics, cards, and presentations
- Creates updated fact sheets and talking points for LDH's secretary
- Creates and enforces a consistent brand image for OCDD

Legislative Liaison:

- Responds to public inquiries and legislative constituent requests
- Supervises the development of statewide OCDD policies/procedures
- Manages the legislative tracking process during legislative sessions
- Serves as liaison for OCDD on statewide task forces, work groups, and councils

Records Retention:

- Serves as the statewide OCDD Records Retention Manager and liaison with the Secretary of State

Louisiana Department of Health

● Public Information Officer | Nov. 2021 – April 2024

Bureau of Media and Communication, Office of the Secretary

Strategic Communication:

- Led all internal communication for LDH, Louisiana's largest state agency
- Collaborated with statewide program offices to write talking points, create informational assets, and disseminate vital information to all Louisianans during crises (COVID-19, mpox, wildfires, hurricanes, extreme heat, saltwater intrusion, etc.)
- Created and distributed weekly internal newsletter for 7,000 employees while improving the average open rate from 27% to 76%
- Wrote and edited press releases, reports, key messages, talking points, blogs, internal newsletter stories, and social media captions

Visual Communication:

- Designed brochures, fliers, posters, fact sheets, reports, presentations, postcards, and social media graphics while maintaining brand standards
- Created social media content calendar and managed posts and interactions

Media Relations:

- Corresponded with the media to answer their questions, set up interviews with subject matter experts, and ensure they report the correct facts

Project Management:

- Managed communications plans for large-scale statewide campaigns for 7 LDH program offices

Government Relations

- Created a monthly media and marketing report for the Louisiana Governor's office to ensure LDH's alignment with the governor's mission

Mesh LLC.

● Project Coordinator | June 2021 – Nov. 2021

- Coordinated the execution of creative campaigns for 17-19 clients
- Edited contracts and scopes of work to ensure we meet client expectations
- Developed strategic plans and implementation timelines to make sure we meet deadlines, understand the client's goal, and stay within budget
- Managed invoices and budgets for all projects
- Organized all client collateral into Google Drive, Dropbox, and Canto
- Attended client meetings and create action items for creatives

Ochsner Eat Fit

● Volunteer Communications Assistant | Jan. 2020 – Nov. 2020

- Conducted primary and secondary research to create a comprehensive awareness campaign, complete with professional deliverables
- This campaign won LSU's 2020 Patricia Kay Benoit Graduate Research Award due to its creativity, thoroughness, and success with raising awareness

Louisiana State University

● Graduate Assistant | Jan. 2019 – Dec. 2020

- Conducted qualitative and quantitative research
- Edited research articles for publication and write annotated bibliographies
- Designed deliverables and plan graduate showcase events

● Health Communication Research Committee Member | Jan. 2019 – May 2019

- Worked with professors to write a research proposal and conduct research on the effects of opioid misuse to help end the opioid epidemic

Juice Plus

● Health Coach, Sales Representative | Jan. 2019 – Jan. 2020

- Delivered speeches to large crowds of people (10-100) to teach them about health
- Used marketing skills to sell products and build meaningful relationships
- Attended conferences to learn self-improvement and company history

Walt Disney World (Orlando)

● Disney College Program | Aug. 2017 – Jan. 2018

- Interacted with guests in a friendly and positive way to create "magical" experiences and memories
- Created safe and clean environments
- Maintained knowledge of park information and Disney history to promptly and accurately answer questions guests have
- Learned about other cultures to communicate with families from other countries

Department of Transportation and Development

● Customer Service | Sept. 2014 – Dec. 2014

- Served as the first point of contact when residents call with problems, comments, and concerns with DOTD projects, roads, and drivers
- Openly and objectively listened to resident complaints to help determine a resolution and ensure safe, accessible roadways
- Took thorough notes during phone calls to log them on the DOTD intranet
- Sent immediate Motorist Assistance Patrol to people who needed roadside help
- Stayed up to date on all daily travel changes and road closures
- Monitored the media for mentions of the department

Public Relations Student Society of America | 2013 – 2016

● Professional Development Committee Member

Social Committee Event Coordinator Member

- Planned and implemented workshops, networking events, and professional development opportunities
- Hosted a professional etiquette dinner
 - Also wrote and delivered a speech for all attendees

CERTIFICATES

- 2023: Culturally Competent Public Health Practice for Deaf & Hard of Hearing Populations Certification, Michigan Public Health Training Center
- 2019: Hootsuite Platform Certification, Hootsuite

HONORS AND AWARDS

- 2020: Patricia Kay Benoit Graduate Research Award recipient
- 2020: Kappa Tau Alpha honors
- 2017: National Society of Collegiate Scholars
- 2013: United States Presidential Award for Academic Excellence

STRENGTHS

Professional Strengths

- Verbal/written communication skills
- Interpersonal communication
- Extensive knowledge of AP style
- Copywriting
- Proofreading and editing
- Graphic design
- Content creation
- Public speaking
- Project management
- Customer service
- Photography

Personal Strengths

- Organized
- Time management skills
- Detail-oriented
- Calm under pressure
- Active and empathetic listener
- Open to feedback
- Open to learning new job duties
- Able to form meaningful connections
- Self-motivated
- Adaptable; able to navigate ambiguity
- Solution-oriented
- Self-reflective

SKILLS

Design/Creative

- Adobe InDesign
- Adobe Illustrator
- Canva

Communication

- Constant Contact
- Wordpress
- Facebook, Instagram, and Twitter
- Hootsuite

Research

- Primary/Secondary Research
- Quantitative/Qualitative Research
- Data Analysis
- Qualtrics
- SPSS
- Simmons Insights
- Simply Analytics

Administration

- Harvest
- Canto
- Slack
- Basecamp
- Monday.com

RELEVANT SCHOLARLY PROJECTS AND PARTNERSHIPS

Rebuilding Together Baton Rouge

● Crisis Communications Campaign Creator | Jan. 2019 – May 2019

- Conducted primary and secondary research to learn more about the company and determine what potential crises could occur
- Designed emergency deliverables and wrote potential media statements
- Created a full crisis communication plan for implementation in the event of a crisis

Caliente Mexican Restaurant

● Volunteer Social Media Assistant | Aug. 2019 – Dec. 2019

- Worked with a team to conduct secondary and primary research
- Analyzed best social media practices of similar restaurants
- Designed a social media playbook to increase social media interaction and increase sales

Capital Area Animal Welfare Society

● Volunteer Communications Assistant | Jan. 2017 – May 2017

- Designed a logo and created a name for our team to use while corresponding with the company
- Helped design an updated logo for the company to use
- Conducted primary and secondary research as well as a situational analysis
- Designed professional deliverables, such as flyers, graphics, cards, and a coloring book.
- Sponsored and hosted outreach events
- Devised a communications campaign to raise awareness of CAAWS and gain more volunteers

Knock Knock Children's Museum

● Volunteer Social Media Assistant | Aug. 2016 – Dec. 2016

- Performed situational analysis of the museum
- Determined the target audience
- Designed a social media playbook to increase awareness of the new museum

RELEVANT COURSEWORK

Louisiana State University

● Graduate: Strategic Communication

- ELRC 4006: Introduction to Applied Statistics in Educational Research
- MC 7001: Research Methods in Mass Communication
- MC 7002: Mass Communication Philosophy & Principles
- MC 7021: Mass Communication Theory
- MC 7044: Visual Communication
- MC 4044: Crisis Communication
- MC 4550: Social Media Analysis

● Undergraduate: Public Relations

- MC 2000: Introduction to Mass Media
- MC 2010: Media Writing
- MC 2015: Visual Communication
- MC 2035: Social Media and Digital Branding
- MC 3010: Introduction to Public Relations
- MC 3031: Digital Advertising Creative Strategies
- MC 3001: Public Relations Writing and Applications
- MC 3080: Mass Media Law
- CMST 2010: Interpersonal Communication
- MC 4002: Strategies for Public Relations and Social Media
- MC 2040: Introduction to Advertising in the Digital Age
- MC 4020: Public Relations Research
- MC 4005: Public Relations Campaigns

● Undergraduate: Business Administration

- MGT 3200: Principles of Management
- ACCT 2000: Survey of Accounting
- ECON 2030: Economic Principles
- MKT 3200: Introduction to Marketing
- FIN 3715: Business Finance