



ELI MELILLO

STRATEGIC COMMUNICATIONS

CONTACT

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EXPERTISE

- Strategic communication
- Writing/editing
- Graphic design
- AP style
- Public speaking
- Project management
- Research and data analysis
- Photography

SKILLS

- Adobe InDesign
- Adobe Illustrator
- Constant Contact
- Hootsuite
- Basecamp
- Harvest
- SPSS
- Qualtrics

AWARDS

Patricia Kay Benoit Graduate Research Award, 2020

EXPERIENCE

Louisiana Department of Health (LDH)

● Communications/Policy Program Manager | April 2024 – Present Office for Citizens with Developmental Disabilities (OCDD)

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 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
- Manages the safe destruction of HIPAA-related information

● 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:

- Answered media queries and coordinated interviews with subject matter experts

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

- Developed strategic plans/implementation timelines and coordinated the execution of creative campaigns for 17-19 clients
- Edited contracts and scopes of work
- Managed invoices and budgets for all projects

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.

EDUCATION

Louisiana State University

● Master of Mass Communication | 2019 – 2020

Strategic Communication, Health Communication, Crisis Communication
GPA: 4.07

● Bachelor of Arts in Mass Communication | 2013 – 2017

Major: Public Relations
Minor: Business Administration
GPA: 3.86