



MELISSA WHARTON
MARKETING COORDINATOR
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CLEMONS REAL ESTATE, LLC



Melissa works with the marketing team to expand Clemons' reach. Some of her main projects include managing and producing website content; overseeing commercial property email alerts; and maintaining ads for rental properties. Her strengths lie in writing and editing, talents she uses to both revise and create content on all Clemons' platforms.

Melissa refined these skills at a handful of internships during her time at UMKC. She strengthened her ability to create meaningful content at her internships with *University News* and *Kansas City's Northeast News*. While interning at the Northeast Kansas City Chamber of Commerce, she gained more experience with community engagement, social media, and website development. Melissa also volunteers as the editor for the Living Faith Bible Institute and Living Faith Books, where she edits and publishes books, blog posts, and website content.

KEY ASSIGNMENTS

Clemons Website and Brand Refresh (2019) Melissa was a key asset during the Clemons brand transition, combining all aspects of our full-service real estate company. Her role in the project included assisting Marketing Manager Allyson Lawson in design work and planning; working alongside a web developer to make changes to the website prior to launch; making updates and testing UX in DiviBuilder; and writing copy to fully express the fullness of the Clemons brand.

EDUCATION, MEMBERSHIPS, AND AWARDS

- BA in Communication Studies (Minor in Spanish Language) from UMKC