

# Bianca Melendez

(410) 555-1234 ✉ bianca.melendez@email.com

🌐 linkedin.com/in/biancamelendez 📍 123 Main Street, Baltimore, MD 21201



## SUMMARY

Dynamic content creator with a passion for live shopping and a proven ability to engage audiences. Experience in hosting successful live events, utilizing platforms like TikTok and Whatnot effectively. Strong communication skills, coupled with a creative approach to product demonstrations and adept at responding to audience queries. Eager to leverage this expertise within an innovative eCommerce environment that champions growth.

## EDUCATION

### Bachelor of Arts in Communication

University of Maryland GPA: 3.8

2026

College Park, MD

*Coursework: Media Production, Digital Marketing, Persuasion Theory, Visual Communication*

## TECHNICAL SKILLS

- **Streaming Platforms:** Whatnot, TikTok, YouTube Live
- **Software Tools:** OBS Studio, Zoom, Adobe Premiere Pro
- **Marketing Skills:** SEO, Email Campaigns, Affiliate Marketing
- **Content Management Systems:** WordPress, Squarespace, HubSpot
- **Graphic Design Tools:** Canva, Adobe Creative Suite, Figma
- **Analytics Tools:** Google Analytics, Facebook Insights, Instagram Analytics
- **Collaboration Tools:** Slack, Trello, Asana
- **Presentation Software:** Microsoft PowerPoint, Google Slides, Prezi
- **Email Marketing Tools:** Mailchimp, Constant Contact, Sendinblue
- **Audio/Visual Equipment:** Microphones, Cameras, Lighting Sets

## SKILLS

- Live Streaming
- Social Media Marketing
- Audience Engagement
- Content Creation
- Communication
- Inventory Management
- Product Demonstration
- Performance Evaluation
- Logistics Coordination
- Script Writing
- Event Planning
- Customer Interaction
- Public Speaking
- Video Editing
- Trend Analysis
- Feedback Collection

## EXPERIENCE

### Live Shopping Host

Creative Media Solutions

January 2025 - Present

Annapolis, MD

Responsible for leading live selling shows, creating a high-energy environment that drives engagement. Collaborates with team on logistic strategies and assesses show metrics to improve future events. Works closely with the fulfillment team, ensuring efficient post-show order processing while building a loyal viewer base through consistent streaming.

- Spearhead live selling shows on platforms like Whatnot and TikTok, driving audience engagement and product sales.
- Demonstrate products effectively while maintaining a high-energy environment to keep viewers captivated.
- Collaborate with team members to prepare inventory and pricing strategies for each live event.
- Analyze show performance metrics, providing insights into viewer engagement and sales trends to optimize future shows.
- Coordinate with logistics teams to ensure seamless product fulfillment post-show.
- Build a loyal audience by establishing a consistent streaming schedule that encourages repeat viewership.

### Content Creation Intern

Engage Media Co.

June 2024 - December 2024

Baltimore, MD

Assisted with developing engaging content for live shopping events, focusing on customer interaction and effective presentation of products. Organized inventory while collaborating with team during rehearsals adjustments tailored for optimum viewer interaction.

- Assisted in developing engaging content for live shopping events, focusing on product features and customer interaction.
- Helped organize and prepare inventory for live demonstrations, ensuring all products were ready for presentation.
- Participated in rehearsals, adjusting scripts and show flow based on feedback to improve viewer experience.

- Developed promotional materials to enhance viewer interest and participation before live events.
- Engaged with audiences during live streams, responding to queries and facilitating interaction to boost sales.
- Supported post-event analysis by compiling viewer feedback and sales data to inform future strategies.

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## LEADERSHIP & AWARDS

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- Dean's List, University of Maryland, 2025
- Best Presentation Award, University Marketing Competition, 2025

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## CERTIFICATIONS

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- Certificate in Digital Marketing 📅 2025
- Certified Live Streaming Specialist 📅 2025

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## PROFESSIONAL AFFILIATIONS

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- Member, University Media Club, 2023 – Present
- Volunteer, Local Community Events, 2022 – Present

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## LANGUAGES

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- English (Native) • Spanish (Proficient)

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## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

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## REFERENCES

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AVAILABLE ON REQUEST