

# MELINDA KLOTZ MERCER

*Marketing, Communications & Creative Media Professional*

Mobile, Alabama | Open to relocation and remote opportunities | melinda@melindamercer.com | 251-458-3684

## PROFESSIONAL SUMMARY

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Results-oriented marketing, communications, and creative media professional with 25+ years of experience in broadcast television, brand development, advertising sales, digital content, photography, events, and entrepreneurship. Combines strategic communication, hands-on creative production, relationship development, and project leadership to help organizations strengthen visibility, engage audiences, and deliver exceptional client experiences.

## SELECTED STRENGTHS

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Integrated Marketing | Corporate Communications | Public Relations | Brand Strategy | Digital Content | Advertising & Sponsorship Sales | Business Development | Client Relations | Creative Direction | Photography & Video | Social Media | Event Marketing | Project Management

## PROFESSIONAL EXPERIENCE

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**President & Creative Director** **2003-Present**

*Melinda Mercer Photography, Inc.*

- Founded and led a client-focused photography and creative services business, overseeing marketing, sales, contracts, scheduling, billing, production, and customer experience.
- Produced commercial imagery, executive headshots, events, digital content, and branded marketing assets.
- Built repeat business and referrals through consultative sales, strong communication, and reliable project delivery.

**Founder & Marketing Director** **2024-Present**

*Spirit Song Records | Argyll Music | Isle of Myth*

- Developed multi-brand positioning, release campaigns, promotional content, metadata, and digital distribution assets.
- Managed a catalog of 360+ registered works and grew organic digital listening to 56,000+ plays.
- Created artwork, video, social content, and audience engagement campaigns across major music platforms.

**Promotions Manager** **2001-2003**

*WFGX-TV*

- Executed on-air, community, event, and advertiser-supported promotions in a deadline-driven broadcast environment.
- Partnered with programming, sales, advertisers, nonprofits, and community organizations to strengthen station visibility.

**Associate Producer** **2000-2001**

*Reid Land Productions | Nashville, Tennessee*

- Coordinated talent, schedules, logistics, and cross-team communication for nationally televised productions, including PBR broadcasts on CBS.

**Executive Producer & Advertising Sales** **1996-2002**

*Wind River Video Productions / ART IS*

- Produced 50+ television episodes and managed budgets, schedules, crews, talent, sponsors, and final delivery.
- Generated advertising and sponsorship revenue through prospecting, presentations, and relationship management.

## LEADERSHIP, EDUCATION & TECHNOLOGY

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Senior Bowl Committee | Junior League of Mobile Sustainer and Christmas Jubilee leadership | Spanish Fort schools and community service | Delta Delta Delta Alumna

University of Mississippi - Bachelor of Arts, Broadcast Journalism; Minor in Public Relations

Adobe Creative Suite, Photoshop, Premiere Pro, Lightroom, Canva, CapCut, Microsoft Office, Google Workspace, QuickBooks, Meta Business Suite, WordPress, Mailchimp, Audacity, AI creative tools