

MELINDA KLOTZ MERCER

Professional Portfolio

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

PROFILE

Strategic communication. Creative storytelling. Trusted relationships.

A career portfolio highlighting marketing, communications, broadcast production, visual media, client engagement, entrepreneurship, and community leadership.

CAREER AT A GLANCE

Area	Evidence
Marketing & Communications	WFGX promotions, business marketing, digital campaigns, community outreach
Broadcast & Production	50+ ART IS episodes, Reid Land Productions, film and talent support
Business Development	Advertising, sponsorships, consultative sales, client retention
Creative Media	Photography, video, branded visuals, promotional content
Digital Entertainment	Artist branding, release strategy, metadata, social content, audience growth
Community Leadership	Senior Bowl, Junior League of Mobile, schools, arts, church

SELECTED CASE STUDY 1 - ART IS TELEVISION SERIES

Challenge

Create and sustain a recurring television program while coordinating production and generating sponsor support.

Role

Executive Producer and Advertising Sales

Approach

Managed program development, crews, talent, schedules, locations, budgets, client communication, advertising outreach, and sponsor fulfillment.

Result

Produced more than 50 episodes and built relationships with advertisers, businesses, arts organizations, and community partners.

SELECTED CASE STUDY 2 - MELINDA MERCER PHOTOGRAPHY

Challenge

Build a sustainable creative services business in a relationship-driven market.

Role

Founder, President, Creative Director, Sales and Client Experience Lead

Approach

Combined personalized consultations, contracts, scheduling, photography, editing, marketing, billing, digital content, and final delivery into a consistent client experience.

Result

Established a long-running business supported by repeat clients, referrals, and a broad portfolio of individual, event, and commercial work.

SELECTED CASE STUDY 3 - BROADCAST PROMOTIONS

Challenge

Increase audience awareness and community visibility while supporting station programming and revenue priorities.

Role

Promotions Manager, WFGX-TV

Approach

Coordinated on-air promotions, contests, events, community partnerships, branded materials, and cross-department communication.

Result

Delivered multiple concurrent campaigns under firm broadcast deadlines and strengthened relationships with advertisers and community organizations.

SELECTED CASE STUDY 4 - DIGITAL ENTERTAINMENT BRANDS

Challenge

Organize and market a large independent creative catalog across fast-changing digital platforms.

Role

Founder and Marketing Director

Approach

Created brand concepts, visual assets, promotional videos, release calendars, metadata, copyright workflows, distribution materials, and organic social campaigns.

Result

Developed more than 360 registered works and generated more than 56,000 organic plays across digital platforms.

LEADERSHIP & SERVICE

Melinda brings professional skills into community settings through the Senior Bowl Committee, Junior League of Mobile, school volunteer leadership, arts organizations, and church music. These experiences reinforce her ability to coordinate events, work across diverse groups, represent organizations professionally, and remain calm during live, time-sensitive activities.

CONTACT

Melinda Klotz Mercer
Mobile, Alabama
251-458-3684
melinda@melindamercer.com
melindaklotzmercerc.com
[linkedin.com/in/melinda-mercerc-9b88b416](https://www.linkedin.com/in/melinda-mercerc-9b88b416)