

# MELANI DIZON

740 Hartford Dr., Boulder, CO 80305 | 720.422.9067 | [melani@melanidizon.com](mailto:melani@melanidizon.com)

---

## Industry Related Skills

### Writing & Editing

- Wrote and edited copy for websites, blog posts, email campaigns, sales communications, press releases, online courses, video scripts, case studies, speeches, books and more. [Samples](#).
- Wrote launch plans and all copy related to pre-course trainings, nurture sequences, sales pages, and upsells.
- Created and managed editorial calendars for single and multi-author blogs.
- Clients have included entrepreneurs, national law firms, government contractors, student housing organizations, New York Times Bestselling authors, app developers, schools, and tech companies like Ribbit and Google. [Reviews](#).

### Online Marketing

- Managed marketing projects and strategic deals, including social media campaigns, blog writing and outreach, design and implementation of multiple 6-figure product and event launches, video marketing, affiliate relationships and PR.
- Developed positioning, messaging and sales strategy for new products and services.

### Project Management

- Created operations manuals for selling and delivering all products and services for various clients.
- Managed multiple projects at a time for various clients and effectively tracked all requirements to ensure smooth delivery.
- Assigned tasks to CEO and contractors and monitored them on a daily basis to achieve scheduled goals.
- Defined project goals and created benchmarks to assess progress.
- Led internal communication strategy and created editorial calendars to ensure everyone knew what was being produced.

### Teaching/Training

- Taught in-person and online courses on copywriting, content creation, marketing and launch strategies.
- Wrote and delivered curriculum for social studies students in grades 5-8.
- Designed, ghostwrote, structured and managed delivery for online courses for clients.
- Hosted live retreats for women entrepreneurs to help them start, build and grow their businesses.

## Therapy/Coaching

- Provided over 5000 hours of one-on-one and group therapy and coaching to everyone from victims of rape and incest to sexual offenders, criminals, those suffering with body image issues and eating disorders, kids, teenagers, college students, athletes, career changers, victims of trauma, and to those negotiating major life transitions.
- Provided counseling using a Solution Focused Brief Therapy model, ACT and Humanistic therapy.
- Hosted journal therapy workshops to small groups of women navigating divorce and loss.

## Professional Experience

Freelance Writer and Marketing Consultant	1995 –Present
Chief Marketing Officer & Project Manager   JenniferLouden.com	2015-Present
Therapist & Career Coach	2006-2016
Director of Marketing and Copywriter   Solamar Agency	2013-2014
Director of Marketing and Copywriter   Kendall SummerHawk	2009-2012
Copywriter   Melanie Benson Strick	2008-2009
Sales Associate and Copywriter   Career Coach Institute	2006-2008
Paralegal and Writer   Howard O. Bernstein, P.C. 2005-2007	1995-1997;
Teacher, Counselor and Social Worker   Various Schools and Agencies 1994-2005	

## Education | Licenses | Certifications

- Writing Certifications
  - Copy Hackers: Certified Conversion Copywriter
  - Copyblogger: Certified Master Level Content Marketing Strategist
  - Hubspot: Certified Inbound Marketing Specialist
  - Digital Marketer: Certified Customer Value Optimization Specialist
  - MediaBistro: Copy Editing Certificate Program

- Post Baccalaureate Writing Education
  - UCSC Extension: Certificate in Technical Writing & Communication (in progress)
  - UC Berkeley Extension: Professional Sequence in Editing (in progress)
- Secondary Education
  - M.Ed. Counseling | University of Virginia
  - Post B.A. Secondary Social Studies Education | University of Colorado
  - M.A. Sociology & CJS | University of Colorado, Denver and University of Detroit
  - B.A. Sociology | Marquette University
- Licenses & Certifications
  - Registered psychotherapist - CO
  - Licensed Professional Counselor Candidate - CO
  - Licensed PreK-12 School Counselor (VA - exp)
  - Licensed 7-12 Social Studies Educator (VA & CO - exp)
  - Advanced Certified Personal and Executive Coach | College of Executive Coaching
  - Certified Behavioral & Values Analyst
  - Certificates in General, Restorative Justice and Peer Mediation
  - Paralegal Certificate
  - Certified Journal to the Self Facilitator
  - Sexual Assault Victim's Advocate Training | MESA