



MELISSA LANGLEY

MARKETING STRATEGIST

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Address : 1748 Ohlen Rd. #63, Austin, TX, USA, 78757 | **DOB :** April 14, 1985

ABOUT ME

Melissa Langley is a world traveler and tech savvy self-starter who devotes time to creatively expressing herself through photography and writing. She has run a half marathon through the DMZ and camped on the Great Wall of China. When not traveling, her favorite thing to do is spend time with her family and friends in Austin, TX.

EDUCATION

BACHELOR OF ARTS, 2008

University of Texas at Austin - USA

Earned degrees in English and Chinese with an emphasis on literature analysis and culture.

STUDY ABROAD, 2007

Beijing Foreign Studies University - PRC

WORKSHOPS & CONFERENCES

DIGITAL SUMMIT, June 2019, Austin, TX

SXSW, March 2019, Austin, TX

CONFAB, April 2018, Minneapolis, MN

SXSW, March 2018, Austin, TX

HYPER ISLAND MASTER CLASS, May 2017, New York, NY

SXSW, March 2017, Austin, TX

SXSW, March 2016, Austin, TX

SKILLS

Digital Marketing

Social Media Marketing

Media Planning

Media Buying

Analytics

Integrated Marketing

Social Media Management

Content Strategy & Development

Social Media Advertising

Project Management

Global Project Management

ACHIEVEMENTS

Liberal Arts Merit Scholarship recipient

Louise J. Faurot Memorial Scholarship recipient

[South China Morning Post author profile](#)

[Honors Thesis](#)

[LEZ BACKPACK Media Information](#)

WORK EXPERIENCE

JAN 2016 - PRESENT

Ottobock Healthcare, North American Headquarters | Austin, TX

Marketing Strategist, July 2019 to present

Marketing Communications Strategy Specialist, May 2017 – June 2019

Digital Marketing Specialist, January 2017 – April 2017

Social Media Specialist, January 2016 – December 2016

Owens 100% of strategy development of Orthotics business unit marketing plans.

Initiated project management for global social media management tool.

Developed and maintains influencer marketing strategy program. Leads

branding programs for Brand Communications team, Orthotics Sales Teams and

Ottobock social media channels. Owns creative production for campaign

creative.

NOV 2014 - MAR 2016

Self-Employed | Remote

Social Media Manager and Content Creator

Complete creative freedom for curation of content on **Best Practice Media**,

MVP Visuals and **Ella International Lesbian Festival** social channels.

Contributed 4.8% of all articles in the area of 'MBA Insights' in 2014 to **South China Morning Post**.

JUL 2010 - OCT 2014

Self-Employed | Seoul, South Korea

ESL Educator

Taught clients from age 2 to 64. Assigned as personal tutor for business

executives at **LG** and **SK Telecommunications**. Noted as a 'clever and bright' teacher by multiple students.

AUG 2008 - SEPT 2009

The Cook Law Firm | Austin, TX

Legal Assistant

Managed intake of potential clients freeing approximately 30% (2.5 hours) of employer's time per day by writing reports for consideration. Organized 100% of all court documents.