

Melissa Lycan

melissamlycan@gmail.com
(720)933-4868

Project Manager/Educator/Analyst

Dynamic and brilliantly objective Educator and Project Manager. A skilled negotiator and dealmaker successful at capturing cost reductions, facilitating smooth-running operations and achieving long-term growth objectives. Multi channel marketer including: radio, print, digital, social networks, viral video, touring, trade shows and intellectual property. Over the last 10 years I have promoted and run over 200 local concerts, managed several dozen projects, managed a large annual festival(at Civic Center 2 years), went to college for not one but two degrees and have volunteered with ONE.org for the last 3 years as a Congressional District Leader in CO District 7 (moving to CO District 1 this year). I am tied into both the business community, with the Denver Chamber, and the Local Food Community as the former Director of a large CSA farm.

SKILLS Overview

- | | | |
|------------------------------------|---------------------------------------|---------------------------------|
| • Process Analysis | • Business Intelligence | • Representing Data |
| • Project Management | • Dashboards and Reports | • Graphically |
| • Strategic Planning | • Facilitating the Creation of | • Problem Solving |
| • Budget Analysis | • New Data Reporting | • Theoretical SQL |
| • Tableau | • Models | • SalesForce |
| • Analyzing Trends in | • Influencing Others | • Visio |
| • Business Intelligence | • Leading Cross-Functional | • Activism |
| • Assessing Client/End User | • Teams | • Managing Diverse Teams |
-

EXPERIENCE

Teacher at Success4Life GED Lead Math Tutor

Aug 2020 – Present 2021

- Deliver quality math instruction to students through demonstration, and using audiovisual aids and other materials to supplement Teacher instruction.
- Support High School Math, Middle School as needed.

CTE Business & Marketing at Denver Public Schools Math Teacher

July 2017 – January 2020

- Deliver quality program instruction to students by lecturing, demonstrating, and using audiovisual aids and other materials to supplement presentations.
- Prepare course objectives and outline for course of study following curriculum guidelines or requirements of state and school.
- Administer tests to evaluate pupil progress, record results, and issue reports to inform parents of progress.
- Maintain the existing marketing and entrepreneurship curriculum and instructional process; develop and implement appropriate changes and improvements.
- Develop and maintain a strong working relationship with area businesses and agencies to provide students with learning experiences in business related fields.

Director at Grant Farms CSA

Mar 2016 – Nov 2016

- Market intelligence development for BI integration capabilities.
- Improved Customer Satisfaction from a 1 Star average rating to a 5 Star Average rating via process improvements.
- Implemented new revenue stream, added growth of \$287,000 in a product not present in 2016.

- Analyzed and determined the source of a \$250,000 budgetary discretion and recommended alternative revenue.
- Overall Moral improved visibly through employee retention at 350% YOY
- Grew membership by 75.3% in Northern Colorado Market in 6 months.

Partner/CoFounder at Whisper Fiercely Inc.

Oct 2008 - Feb 2016

- Achieved 300% Growth First year and 35% growth second year.
- Implemented Sales improvements resulting in a 35% growth increase YOY.
- Inked deals with Universal Records for two of my clients 2013.
- Engaged in Gear Endorsements for 75% of clientele by 2014.
- Oversaw \$5,000-25,000 event budgets nightly.
- Recognized for Creating Social traction from 2,700 followers to 8,000 on Facebook organically and YouTube views

PM Biz Development Strategy at InOvation Group (W2Contract)

Nov 2011 - Feb 2012

- Grew prospective client list 20% in 4 short weeks
- Improved reach of e-marketing campaigns by 650% from 3% response on emails to 19%.
- Improved Coaching of the sales team in sales process and persistence.
- Process analysis and implementation of CRM system Constant Contact

Strategic Marketing Manager at Exist Global

Apr 2008 - Oct 2008

- 300% increase in number of lead generation programs for all US vertical markets.
- Increased response rates from 2% to 10%
- Implementation of key strategies for targeting VC groups. Improved visibility as evidenced by improved response rate.

Corporate Account Manager at UC4 Software Inc.

Oct 2006 - April 2008

- Managed a pipeline of over \$20 Million in prospective solutions.
- Travelled extensively into the territory and to corporate throughout my tenure.
- Managed a budget of \$1.3 Million and consistently hit targets.

EDUCATION

Master of Science (MS)

Business Intelligence GPA 3.82

Valedictorian

Full Sail University

Bachelor of Science (BS)

Music Business GPA 3.89

Salutatorian

Full Sail University

Honors and Awards

Valedictorian 2016

Salutatorian 2012

Full Sail University

Magna Cum Laude 2012

Summa Cum Laude 2016

Full Sail University

Course Directors Award:

International Bus 2012

Full Sail University

Languages

English (Native proficiency)

Spanish(Working/Traveling proficiency)

Volunteer Experience

Congressional District Leader (District 1)

@ONE.org August 2013 - Present (3 years 6 mo)