

Marketing & Copywriting

NORTH SHORE EXPRESS



Tiffany Griessmueller-Meligan

121 N. Main Ave

White Salmon, WA 98672

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www.northshoreexpressmarketing.com

○ Profile

Digital and traditional Copywriting with project management expertise within the marketing, public relations and customer service arenas. Journalistic quality of becoming a quick expert in any subject matter – AEC (architecture, engineering, construction), apparel, retail, IT, Software development – and applying these skills to ensure quality writing and management.

○ Skills

Marketing

Extensive marketing management as both an employee and via freelance work for over 18 years. This includes all aspects of marketing; both new online dimensions and the more traditional aspects of marketing.

Copywriting

The foundation of any company is a clear, concise statement that speaks directly to the customers you are seeking to have a relationship with. With a double major in Journalism as well as Film and Television Script Writing, followed by a journalism career and corporate experience, Tiffany has the ability to write for any business, no matter how unique the niche, or difficult the business model is to explain to newcomers.

Public Relations

Seasoned public relations writing – pitches to the press and press releases – and distribution to proper entities and their journalists/writers/bloggers.

Video

Videography, editing, social media/SEO connectivity, and script writing.

Website/e-commerce

Build and maintain websites with Wix and Shopify, among other popular platforms.

Customer Service

Four years of experience creating and maintaining customer service for a luggage designer and manufacturer. This includes using Zendesk and various other apps like JudgeMe, along with full-scale customer service management systems to help onboard new employees.

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○ Clients & Partners *Past and Current*



○ Experience

August 2016 - Present

North Shore Express - White Salmon, WA - Founder

Freelance copywriter and project manager; helping both local and domestic companies with ground-up creation of the following:

- Marketing departments
- Customer service departments
- Public relations campaigns
- Website copy
- Marketing collateral.
- Responsible for all aspects of client projects, sometimes enlisting IT talent, designers and social media gurus to create more robust websites and digital assets.

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July 2015 - December 2018

Mosko Moto, LLC - White Salmon, WA - General Manager

Managed, researched, implemented and maintained the following:

- Customer Service (Zendesk)
- Marketing
- Social Media
- Website (Shopify)
- Order Processing Systems (Order Desk, Shopify)
- Office & Project Management (Basecamp)
- Events (5 to 8 yearly)

May 2003 - July 2015

Omnivize, LLC - Co-Founder and Marketing Director

Founded a full-service marketing agency to serve small, local businesses with digital and online marketing. Focus was on:

- Social media
- Text marketing,
- Digital assets,
- Website management
- Local advertising

February 1999 - September 2002

Unicru, Beaverton, OR. - Marketing Director

Managed, researched, implemented and maintained the following:

- Rebranding, from *Decision Point Systems* to *Unicru* as a business a name
- Website creation & maintenance
- Intranet creation & maintenance
- Video creation & distribution
- Events (New York City rebranding launch)
- Marketing Materials

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○ Education

University of Iowa - Iowa City, IA

1992 - 1996

B.A. Journalism, B.A. Film Studies, Minor in Art.

Full-ride Volleyball Scholarship, including Student Athlete of the Month Award

○ Hobbies & Interests

- **Dualsport Motorcycle Riding**
 - **Trail Running**
 - **Stand Up Paddle Boarding**
 - **Hiking**
 - **Loose Leaf Tea**
 - **Writing Short Fiction: Published in [Reed Magazine's](#) annually published Anthology in 2014**
 - **Reading Everything**
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○ References

- **Rick Lieberson, CFO, [T-Line Design](#)**
- **Roel Bremmers, EU Operations Director, [Mosko Moto](#)**
- **Anton Dy Buncio, CEO, [VIATechnik](#)**

*Reference contact information given upon request.