

# MELVIN BOGARD

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An experienced marketing and communications strategist with a proven track record of developing and executing actionable plans and campaigns that drive impactful engagement and traffic. Proactively identify opportunities to build teams and relationships to ensure cross-departmental collaboration and impact that strengthens brand recognition—creative, innovative thinker with a deep understanding of strategic planning, social media management, and content creation. Passion for storytelling that inspire, empower, and invoke positive change.

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## CORE SKILLS AND KNOWLEDGE

Strategic marketing | Social media management | Digital marketing | Data-driven decision making | Life-long learner  
Video editing | Canvas design | Adobe Creative Suites | Podcast production

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## EXPERIENCE

### Wesley Theological Seminary | Washington, DC

#### Director of Strategic Communications and Marketing | 2022 - Present

Develop and execute data-driven strategies to advance mission and programs through marketing campaigns and public relations initiatives to increase brand recognition, enrollment, and fundraising

- Developed the Giving Tuesday small donors campaign strategy, grossing over 32K, and created a benchmark
- Devised agile marketing strategy resulting in a 10% increase in admissions inquiries
- Implemented an omnichannel strategy that increased and improved communication distribution and content creation

### Children and Adults with Attention-Deficit/Hyperactivity Disorder (CHADD) | Lanham, MD

#### Digital Content Director | 2019 - 2022

Strengthened brand recognition, increased revenue, web traffic, and awareness of resources and support services

- Developed and executed the 2021 Year-End Giving campaign strategy, grossed over 30K, and created a benchmark
- Created a new revenue stream through podcast advertisement earning 25K in 2021
- Implemented social media strategies resulting in a 15% annual increase organically
- Managed the creation of ads, brochures, infographics, videos, and other promotional content
- Developed and implemented Quality Improvement Plan to assess webpages content, programs, and campaigns' impact

#### Marketing and Content Development Manager | 2018 - 2019

Developed communications and digital marketing strategies and served as content creation innovator

- Implemented marketing strategy for Parent Training program resulting in increased sales from 15% to 24%
- Rebranded podcast format resulting in a 70% annual increase in downloads/plays from 2018-2022
- Identified opportunities to increase membership resulting in a 10% increase in 2019

#### Multimedia Communications Specialist | 2017 - 2018

Produced and managed content to increase brand recognition and offerings

- Expanded social media audience reach organically by 12% percent
- Increased the rate of educational webinars participants by 8% percent
- Developed, edited, and produced content for educational and promotional purposes

**American Association of Colleges for Teacher Education | Washington, DC**

**Media Relations | 2016**

Developed varied marketing and communications content

**University of the District of Columbia, Office of External Affairs | Washington, DC**

**Communications Support Specialist | 2015 - 2016**

Managed social media channels and campus events communication

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**EDUCATION**

**University of the District of Columbia, Washington, DC**

BA, Mass Media Communications/Journalism 2016

**Loyola University Maryland, Baltimore, MD**

MA, Emerging Media 2017

**WRITING EXAMPLES**

<https://edprepmatters.net/author/melvin-bogard/>

[https://issuu.com/udc\\_edu/docs/legacy\\_fall\\_winter2016\\_2017/14](https://issuu.com/udc_edu/docs/legacy_fall_winter2016_2017/14)

<https://chadd.org/beyond-black-history-month-addressing-barriers-in-adhd-care-for-people-of-color/>