

Melissa C. Dafni Barrow, BA, CDM, MBA, MS
720-335-5212 or melissa@mdafni.com

Education

University of Colorado at Denver | May 2008 MBA | May 2009 MS Marketing

Colorado State University | June 2004 | Certificate of Direct Marketing

Metropolitan State College of Denver | 2004-2006 | Modern Languages: Spanish | May 2000 | BA Dual
Major: Speech emphasis Broadcasting and Journalism emphasis Public Relations

Experience

Media Breakaway | March/2006 to present

Domain Manager | April/2007 to present

- Manage all aspects of a 10,000 domain portfolio including renewal management, monetization and optimization
 - Account relationship management
 - Negotiate domain deals (buying and selling)
 - Development and management of reporting system for domain strategy evaluation
 - Research new markets and business ventures
 - Market analysis research
- Responsible for over a million dollars worth of domain sales in 2010
- Able to analyze large amounts of data to make strategic decisions
- Presenter on domain monetization at the inaugural Denver Affiliate conference

List Manager | March/2006 to April/2007

- Managed all aspects of 30 email lists ranging in size from 100,000 names to 30 million
- Responsible for CAN-Spam compliance, email campaign strategy, testing and analysis

Mountain Academy of Martial Arts | 2005 to date

Instructor | 2005 to date

- Coordinate and teach women's self defense classes
- Organize and implement quarterly testing and bi-annual tournaments
- Teach classes containing a variety of students of different ranks, age and abilities

Web Master | 2009 to date

- Created the Mountain Academy website (mountainacademymartialarts.com)
 - Responsible for site maintenance, SEO and SEM
 - The site now receives 30% of its traffic from Google
- Created the Mountain Academy Twitter and Facebook pages

Marketing Mayhem | August 2008 to date

- Built and currently manage 12 websites and corporate Blog
- Broker domain sales
- Provide strategic marketing consulting for website development, direct mail and social media

Pro Sports Colorado | December 2009 to date, Mammoth beat writer

- Analyze and summarize Colorado's professional National Lacrosse League team
- Interview players, write opinion pieces to attract traffic
- Articles have been highlighted on *In Denver Times*, *Inside Lacrosse*, *The NLL Blog*, *NLL Insider* and *ESPN Lacrosse*

Fans Help | December 2010 to date

- Utilized social media to meet donation goals for Mount Saint Vincent's Children's Home
 - Raised enough funds to purchase 210 Colorado Mammoth tickets plus concession gift cards, a value over \$1,000
 - Raised enough funds to purchase 210 Denver outlaws games plus concessions, a value over \$1,350
- Utilized social media to increase awareness and raise funds for the 2011 Ireland World Indoor Lacrosse team

CLE International | May/2001 to March/2006 | Marketing Assistant, Marketing Coordinator

- Created, implemented and analyzed marketing plans for approximately 50-60 annual professional education conferences per year
- Obtained direct mail lists, inserts, ads and other media to increase attendance and recognition
 - Doubled attendance for several conferences
- Successfully cut overall print quantities by as much as half while retaining the same or better returns
 - Obtained a 5:1 ROI on several conferences
- Consistently worked on up to eight months of conferences simultaneously
- Marketing specific efforts resulted in over \$250,000 in extra revenue for years 2003-2005, not including factors such as increased attendance at conferences

Skills Overview

- Extensive domain knowledge. Extensive experience with social media, direct mail, direct marketing, internet marketing, e-mail marketing, podcasting, vidcasting, blogging, B2B, SEO, SEM, market strategy development, marketing research, negotiation. Experience with data mining and database management. Proficient in use of Microsoft Office. Functional fluency in Spanish.