

Melissa Crytzer Fry

www.azcommpro.com

■ (520) 487-0337

■ melissa@azcommpro.com

■ Fax: 520-487-0399

EDUCATION

Bachelor of Arts Degree in English
Mount Union College, Alliance, Ohio

♦ *Comprehensive Communications Degree/7-12 teaching certification*

♦ *Magna Cum Laude; Honors*

Master of Arts in Journalism courses
Kent State University, Kent, Ohio

FREELANCE WRITING - CLIENTS

April 2001-present (*partial list*)

ASU Research Magazine

ASU Magazine

Arizona Monthly Magazine

biz AZ Magazine

Full Circle Magazine

Phoenix Magazine

Allied Waste

Best Western International

Boyd Gaming, Nevada

Concordia College, Minnesota

Lowell Observatory

MedAire, Inc.

Mount Union College, Ohio

Sheldon Jackson College, Alaska

TGen Foundation

Thunderbird Graduate School

University of Arizona

MANAGEMENT, DESIGN & ELECTRONIC MARKETING

Managed Web team and student assistants at Thunderbird and supervised five Thiel employees. Project manager, writer and Web coordinator for various Web sites: Sheldon Jackson College, Thunderbird, ASU Foundation. Managed and wrote client copy/content for various client sites, CDs, electronic newsletters and Web-linked e-mail messages. Designed promotional materials and logos for Mount Union College, Thiel College and MedAire. Handled all project bids and pre-production issues and completed design in PageMaker.

EMPLOYMENT HISTORY

PROFESSIONAL FREELANCE WRITER
Phoenix, Mammoth (Arizona): 4/01- present
Owner, AZCommPro

THUNDERBIRD SCHOOL OF GLOBAL
MANAGEMENT

Phoenix, Arizona: 1/00 - 4/01

Director of Communications

MEDAIRE, INC.

Phoenix, Arizona: 9/98 to 1/00

Director of Corporate Communications

THIEL COLLEGE

Greenville, Pennsylvania: 4/97-9/98

Director of Public Information and editor, The Bell, Profiles

MOUNT UNION COLLEGE

Alliance, Ohio: 7/94-1/97

Assistant Director of Public Relations and editor, Mount Union magazine

8/95 to 5/96

Resident Director, 80+ capacity women's residence hall

THE ALLIANCE REVIEW

Alliance, Ohio

5/93 - 8/95

Staff Writer & Newspaper in Education Coordinator

WRITING AWARDS

International Academy of the Visual Arts, Silver Communicator Award - 2008

Council for the Support and Advancement of Education (CASE): Silver Medal of Excellence 2008 (District 7) for two articles

Writer's Digest 76th, 77th & 78th Annual Writing Competition, Honorable Mention - 4 feature articles (2007, 2008, 2009)

International Association of Business Communicators Cactus Quill Award 2008; Silver Quill Award of Merit 2007

Arizona Commission on the Arts, Professional Development Grant recipient - 2006, literary novel, work-in-progress

WRITING & EDITING

Served as acting editor of *Thunderbird Magazine*, an international publication mailed to 30,000-plus alumni in more than 50 countries. Wrote and developed campaign case for Lowell Observatory's \$10 million telescope campaign. Researched, wrote and edited copy for all admissions print and electronic materials at Thunderbird Graduate School; wrote development collateral materials and alumni magazine articles. Wrote and edited all MedAire company newsletters, press releases and proposals. Edited and coordinated the production of all Thiel publications. Served as editor of Mount Union College's 11,000+ circulation alumni magazine, and wrote all copy for the College's advancement office. Worked as a newspaper reporter, writing feature and general news stories.

PUBLIC RELATIONS/MARKETING

Coordinated national and international media events; acted as liaison to aviation and healthcare media for MedAire Inc. Devised and implemented a comprehensive public relations strategy and marketing plan for Thiel College; provided guidance on issues of external and internal communications and acted as College spokesperson. Created a tuition-reduction marketing plan and a first-ever sports marketing program. Supervised the news bureau function at Thiel, including all press releases and hometown releases. Established positive media relations with various outlets and on-campus constituents.

VOLUNTEER/CIVIC ROLES

Big Brothers Big Sisters of Central Arizona and Arizona Quest for Kids since May 2001

- ♦ Big Scoop Mentor Award, 2003
- ♦ Big Thanks Award, 2009
- ♦ Big Sister of the Year, 2009

Member of ASU's Walter Cronkite School of Journalism Mentoring Program (2003)