

Melissa Welch-Lamoreaux

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I am a thinker and producer. Energetic, positive and hard working. I create solutions. I believe in people; in teams working together for the best product.

Work Experience

Owner/Principal

Loud & Clear Communications, New Braunfels, Texas

November 2009-present

Strategic. Relationship based. Brand focused. Customer driven. Creatively inspired.

I work directly with senior management and marketing directors of large and small companies to plan, manage and direct marketing and public relations campaigns that reach the consumer through innovative tactics and messaging.

Clients: Pre-K 4 SA, CHRISTUS Southeast Texas Health System, Natural Bridge Wildlife Ranch, CHRISTUS Santa Rosa—Children’s Hospital of San Antonio, Clarity Child Guidance Center, New Braunfels Chamber of Commerce/Convention & Visitors Bureau, Wurstfest Association, New Braunfels Historical Museum Association, Stars & Stripes Drive-In Theaters, Jennings Anderson Ford, Roger Christian & Company, Aftermarket Auto Parts Alliance (Auto Value/Bumper to Bumper), NewQuest Properties, Starplex Cinemas, Two Rivers Yoga Institute of New Braunfels.

Vice President, Public Relations Director

Roger Christian & Company, San Antonio, Texas

July 2000-November 2009

Brand focused. Customer driven. Creatively inspired.

I work directly with client/company senior management to plan, manage and direct public relations campaigns, projects and programs including local, regional, statewide, national and international media relations. Major accomplishments include placing stories in The Wall Street Journal, Rollingstone, and ABC World News Tonight.

I plan and manage special events, grand openings and community relations programs. Manage and direct creative execution of all collateral material including ads, posters, brochures, logos, videos, direct mail and product creative.

Responsible for new business acquisition, new business pitches, estimating, project evaluation. Supervise public relations staff, as well as provide direction to a graphics staff.

Clients: Aftermarket Auto Parts Alliance (AutoValue/Bumper to Bumper), Armed Forces Entertainment, American Diabetes Association-local chapter; Firstmark Credit Union; Enerpulse, BikeWorld, NIX Health Care System, Texas A&M-Kingsville System Center-Palo Alto, Beta Dermaceuticals, River Bend Communities, Warm Springs Rehabilitation System, Alamo Family Foot & Ankle Care, Rivercenter Lofts, Dr. Jaime Garza, Jennings Anderson Ford, ZOCCA Restaurant, Tom’s Ribs, The Spine Hospital of South Texas.



Public Relations Coordinator

University Health System, San Antonio, Texas

March 1998-July 2000

As media relations representative for large, top-rated teaching medical facility I managed planned, researched and executed news leads with San Antonio, statewide and national print and broadcast media; wrote news releases, advisories; skilled at on-camera, on-air interviews; wrote lead stories for weekly newsletter; wrote and planned external direct mail; wrote and coordinated design of collateral material; planned and coordinated photo and video shoots including vignettes and video news releases; managed and executed University Hospital's premiere on the Learning Channel's nationally acclaimed program Trauma; Life in the ER; planned and organized grand openings, special events, including the grand opening of the largest diabetes care facility in the nation, the Texas Diabetes Institute; coordinated and executed marketing strategies with agency of record.

Public Information Officer

Texas Department of Transportation, Austin, Texas

Jan. 1995-March 1998

Designed, implemented and managed speakers bureau for TxDOT Austin area; wrote speeches for management, Texas Transportation Commission and Governor George Bush; wrote video scripts; gave speeches to community organizations and schools; created volunteer program for 4,000 employees; coordinated special events; wrote copy for brochures, flyers and posters for public awareness campaigns; researched, developed and wrote articles for organizational newsletter; legislative liaison.

Special Skills

Proficient with Macintosh and IBM compatible computer systems. Software knowledge includes MS Office, Microsoft Word, PowerPoint, Excel, Adobe Suite programs including In-Design and Photoshop. Strong editing and writing skills. Experienced at estimating and budgeting, producing major events and programs, and pre-press production management; teambuilding and management; energetic public speaker and motivator; excellent organizational skills.

Education

1994 BA, Mass Communications, specialization in Public Relations

Southwest Texas State University, San Marcos, Texas

Awards/Activities

PRSA San Antonio Del Oro Awards, *La Plata Campaign Award, 2016*

American Advertising Federation, San Antonio Chapter, *ADDY Awards 2001-2009*

International Association of Business Communicators/San Antonio Chapter, *Bronze Quill Certificate of Merit-2001*

Public Relations Society of America, *Member*

New Braunfels Leadership Class 2002, *Graduate*

Cystic Fibrosis Foundation-Lonestar Chapter, *Board member/Communications chair, 2010*

American Diabetes Association-South Texas Chapter, *Board member/Communications chair, 2001*

Comal County Trails, *Member*