

# Melissa Frugé

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231-340-0547  
melissafruge.com

*Marketing and communications professional with nearly 20 years of expertise in public relations, journalism, government relations, and organizational communication*

## EDUCATION

MASTER OF ARTS,  
STRATEGIC COMMUNICATIONS  
Michigan State University, 2022

BACHELOR OF SCIENCE,  
JOURNALISM  
Central Michigan University, 2004

CERTIFICATE, ORGANIZATIONAL  
COMMUNICATION FOR LEADERSHIP  
Michigan State University

## STRENGTHS

- Federal grant programs/procedures
- Media relations
- Research
- Brand management
- Data analysis
- Strategic communication planning
- Conflict management
- Team building
- Legislative advocacy
- Government relations
- Adaptability
- Problem-solving
- Collaboration
- Project management
- Leadership
- Crisis communication

## VOLUNTEER EXPERIENCE

VICE-PRESIDENT, 2022-PRESENT  
Home Owners Association

CHAIR, 2021-PRESENT  
HOA Communications Committee

TREASURER, 2014-2018  
Boyne City 4th of July Committee

CO-CHAIR, 2017  
Taste of Bay Harbor

COACH, 2012-2017  
Boyne City Little League

## PROFESSIONAL EXPERIENCE

### REGIONAL MANAGER, 2019-PRESENT UNITED STATES SENATOR DEBBIE STABENOW

Principal point of contact and key liaison for Senator Stabenow in Northern Michigan. Represent the Senator at meetings and events, develop and execute outreach plans, and monitor regional issues. Manage staff to support a strong regional presence and ensure federal government accessibility for all constituents.

- Establish positive relationships with local elected officials, government agencies, businesses, and community organizations across 27 diverse counties
- Organize statewide grant operations draft grant support letters, and develop internal grants manual for staff and grant seekers
- Facilitate communication and problem-solving between constituents and federal agencies
- Deliver legislative updates and report on regional developments at civic meetings, hearings, and community events
- Regional expert on legislative and non-legislative issues

### DEMOCRATIC CANDIDATE, 2018 MICHIGAN HOUSE OF REPRESENTATIVES, 105TH DISTRICT

Established positive relationships with organizations, community leaders, and volunteers across a rural, five-county district.

- Outraised opponent
- Engaged with more than 30,000 voters
- Increased vote share by five points

### MARKETING MANAGER, 2014-2018 INN AT BAY HARBOR, MARRIOTT AUTOGRAPH COLLECTION

Oversaw creation and execution of all advertising campaigns, collateral pieces, and communications to drive revenue for group sales, food and beverage, spa, golf, and occupancy.

- Developed and executed strategic marketing plans based on data and best practices
- Collaborated with internal teams to develop key performance indicators
  - Grew email database by more than 20,000 leads
  - Increased social media following 130%
- Led multidisciplinary teams through rebranding Inn at Bay Harbor from Renaissance to Autograph Collection with Marriott Hotels
- Served as brand voice and communication advisor to resort management and staff
- Managed editorial workflow from ideation to publication, including multiple websites, blogs, social media, SEO management, and graphic design