



Melissa Garlock

PASSIONATE DANCER • AMBITIOUS JOURNALIST

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🌐 melissagarlockonline.com + [Linkedin Profile](#) (LINK ATTACHED)

RELEVANT EXPERIENCE

Dance Media Publications LLC, Contributing Writer/Social Media Content Creation

January 2026 - Present

Contributing writer for **Dance Magazine, Dance Spirit, Pointe and Dance Retailer News**, writing features on dancers, competitions, performances, and advice/research topics, as well as sponsored content. **Current Fall 2026 Dancer Representative for Dance Spirit**, creating short-form content for Instagram and TikTok, researching dance trends and influencers, and supporting audience growth through social media analytics.

Ascend the Show, Instagram Management

January 2026 - May 2026

Managed an Instagram page by developing social media content throughout the production process. Conducted interviews, edited video content, and created a recurring video series to highlight the production and its artists. Documented the full rehearsal process through behind-the-scenes content, promotional videos, and short-form advertisements.

Dance Media Publications LLC, Email Marketing - Spring Internship

January 2026 - May 2026

Managed email marketing campaigns and newsletter production through **Mailchimp**, including formatting, proofreading, and scheduling. Conducted dance industry and audience research to develop engaging, targeted email content and promotions. Organized subscriber lists, monitored email performance metrics and assisted with A/B testing to optimize subject lines, send times, and content.

Dance Media Publications LLC, Dance Magazine Editorial - Fall Internship

September 2025 - December 2025

Contributing to the production of print and digital magazines while gaining hands-on experience in arts journalism. Responsibilities included conducting research, uploading content in WordPress, assisting with newsletters, and supporting archival projects such as Dance Magazine's 100th anniversary initiative.

Dance Media Publications LLC, Sales - Summer Internship

May 2025 - August 2025

Conducting market research, identifying potential advertisers, preparing sales materials, assisting with client outreach, analyzing audience engagement trends, updating sales databases, supporting sponsorship proposals, collaborating with editorial and marketing teams, attending industry events, providing administrative support.

The Globe, Point Park University - Staff Writer

August 2024 - Present

Award-Winning Newspaper published weekly. Weekly Advice Columnist. Specializes in Arts & Entertainment, Opinions and Features Pieces. Covers subject matters regarding Point Park campus events, School of Dance and general media. Attends pitch and layout meetings weekly. Adept at submitting for tight-deadlines with high editorial and research standards. Conducts personal interviews. Producing impactful and audience-focused work.

A Touch of Dance, Greece NY - Children's class demonstrator

September 2020 - Present

Demonstrating various dance techniques, routines, and choreography for students of all levels. Adept at breaking down complex movements into easy-to-follow steps while maintaining an engaging and supportive learning environment. Strong ability to communicate effectively, provide constructive feedback, and inspire students to develop their skills and confidence.

SKILLS

- **Articulate Communication Skills**- Excellent written and verbal communication skills.
- **Journalistic Reporting**- Strong ability to generate stories from sources and research. Ability to craft concise, accurate, and compelling narratives that convey information efficiently.
- **Audience Engagement**- Strongly develop and implement strategies to engage the community in the organization's mission.
- **Social Media Platforms**- Comprehensive understanding of various social media platforms, leveraging insights to strategically enhance digital presence and engagement.
- **Performer**- Dedicated dance student pursuing a professional career in the industry, with strong technical training, performance experience, and a passion for artistic expression.

EDUCATION

Point Park University,

Pittsburgh PA

Projected Graduation Date:

May 2028

MA, Advertisement and Public Relations

BFA, Dance (Jazz Concentration)

Double Minor in Digital Journalism and Musical Theater

Greece Athena High School,

Rochester NY —

High School Diploma,

Salutatorian Honors

September 2020 - June 2024

ACCOLADES + RECOGNITIONS

- Point Park University's Deans List
- Ron Tassone Conservatory of Performing Arts (Point Park) Scholarship
- Grace the Arts Legacy Robe
- Tip of the Hat Award - Rochester Broadway Theater League "Stars of Tomorrow"

LANGUAGES

NYS Seal of Biliteracy in American Sign Language