

Melody Sánchez-Luca

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SUMMARY:

Higher education professional and certified Salesforce Administrator with experience across research support, student programming, and operational systems in complex university environments. Background includes grant-funded initiatives, budgeting and financial tracking, IRB processes, and event and program coordination. Known for strong attention to detail, clear documentation, and the ability to manage multiple priorities with accuracy and follow-through. Collaborative and adaptable, with a track record of supporting faculty, students, and institutional initiatives. Read more at [my website](#).

CORE COMPETENCIES:

- **Program & Event Operations:** logistics, vendor coordination, timeline execution, student and faculty support
- **Research Administration & Grant Support:** proposal development, IRB processes, compliance documentation
- **Budgeting, Financial Tracking & Reporting:** grant-funded initiatives, expense monitoring, resource allocation
- **Project Coordination:** cross-functional collaboration, scheduling, documentation, process improvement
- **Tools & Systems:** Microsoft Office Suite, Google Workspace, Zoom, Concur, Canvas, S.A.F.E., TigerHub, Figma, WordPress, Salesforce, Asana, Qualtrics, Adobe Creative Suite, Mailchimp, Notion, SPSS, Canva

HIGHLIGHTED EXPERIENCE:

Research, Systems, and Operations Analyst, *Various Clients* – Remote, Freelance **Oct 2023 - Current**

- Support organizational research, systems, and operational needs through CRM administration, applied research, and structured evaluation work across multiple contract engagements.
- Administer and improve Salesforce environments, including workflows, permissions, data hygiene, and governance practices to ensure accurate reporting and operational clarity.
- Conduct qualitative and quantitative UX research (interviews, surveys, usability studies), analyze findings, and synthesize results into clear, decision-supporting documentation.
- (Clients include Cincinnati Children's Hospital, Caroline Community Theatre, Oilmatic Systems LLC, and Inyeon AI)

Public Health Research Assistant, *Virginia Commonwealth University* – Richmond, VA **Summer 2023**

- Participant Recruitment: Redesigned recruitment materials in order to make them more noticeable, accessible, and appealing. Accommodated IRB requirements and VCU branding guidelines for written and visual content, increasing eligible participant numbers by 250% in 3 days. Renewed CITI Certification for handling sensitive human health data.
- Admin Duties: Collected data in multi-hour experimental sessions; conducted quality checks to ensure accuracy across spreadsheets, documentation/photos, and longitudinal data; large-scale data analysis + recommendations for publications & further public health research studies; maintained inventory and ensured a clean testing environment.

Program Director for Undergraduate InterVarsity, *Emory University* – Atlanta, GA **Aug 2018 - Jul 2022**

- Directed program strategy and operations for four university-based chapters, overseeing a \$65K+ annual budget, long-range planning, and cross-campus coordination. Managed large-scale CRM-style databases to track alumni, donor, and student engagement. Facilitated multiple overlapping regional events, small group programming, and multi-organizational partnerships to drive mission alignment and increase community reach.
- Led service design and continuous improvement efforts through feedback loops, survey analysis, and post-event debriefs. Adapted programming during COVID-19 to sustain growth, expanding student participation tenfold (8 to 80) despite virtual constraints. Developed and launched a structured leadership development framework, including role scoping, training programs, and mentoring. Guided 30+ students in academic and professional advancement.
- Represented InterVarsity at national interfaith chaplaincy conferences (NACUC/ACSLHE) to build partnerships, enhance visibility, and ensure strategic alignment with broader campus initiatives.

Manna Fellow, Princeton Office of Religious Life, Affiliate Employee – Princeton, NJ

Aug 2016 – Jul 2018

- Strategic Fundraising and Communication: Successfully fundraised \$20k through relationship-based sales to support the ministry budget and staffing needs. Managed alumni and donor communication via newsletters, social media, spreadsheets, and website upkeep, ensuring consistent engagement and relationship-building.
- Event Coordination and Leadership Supervision: Co-coordinated weekly small group events, navigating complex scheduling constraints and ensuring smooth execution. Supervised student leaders in hospitality and fellowship committees, fostering leadership development and collaboration.
- Cross-Organizational Collaboration: Partnered with other campus non-profits to organize large-scale events and initiatives, promoting community engagement and shared objectives across organizations. Participated in Muslim-Christian Dialogue group and supported interfaith programming.
- Administrative and Operational Support: Regularly produced essential administrative documents such as surveys, sign-up forms, and announcement emails, streamlining communication and operational efficiency.

Dormitory Assistant, Princeton University Department of Housing – Princeton, NJ

2013, 2015-2016

- Lived among 50-160 students in upperclassmen housing, acting as a liaison between those students and the offices of the Dean of Undergraduate Students, Building Services, and the Housing Department
- Facilitated interaction within the dormitory community through event planning and weekly office hours
- Worked as a mediator to resolve disputes as needed

Energy Analyst Research Intern, SPARC, LLC – Mount Pleasant, SC

Summers 2012/2013

- Led data analysis and consolidation efforts for energy consumption data for Veterans Administration buildings in the National Capital Region, acting as principal project manager.
- Conducted in-depth research on environmental policies to inform strategic decision-making and enhance product development. Presented findings & recommendations, contributing to the improvement of SPARC's software solutions.

VOLUNTEER EXPERIENCE:

Website Design & Administration, Music Director, Caroline Community Theatre

Nov 2024 – Jul 2025

- Redesigned CCT's logo and website, enhancing branding, security, and accessibility through a BlueHost -> WordPress migration, CSS customization, and UX design. Occasional content and performance updates as requested. Also served as Music Director and Conductor for CCT's summer 2025 production of *Into the Woods*.

EDUCATION & CERTIFICATIONS

PRINCETON UNIVERSITY – A.B. in Psychology, Certificate in Environmental Studies

- *Honors:* Sigma Xi (Research Honor Society)
- *Activities Include:* Muslim-Christian Dialogue, Student Government, Piano Accompanist, Intramural Sports
- *Award-Nominated Thesis Research:*
 - Topic: "Cognitive Dissonance as a Persuasive Tool: Shaping Climate Change Beliefs and Pro-Environmental Behaviors"
 - Description: Managed end-to-end project operations, including multi-source fundraising (\$3.8K), an international field research trip, and a 2-phase, 6-condition experimental design. Collected and analyzed quantitative and qualitative data using R and SPSS; synthesized findings in a 50-page thesis; and presented outcomes through formal presentations, poster, and an oral defense. Also handled multimedia content creation and cross-cultural coordination to support the research objectives.

RECENT CERTIFICATIONS:

- Data Fundamentals, IBM SkillsBuild (2025)
- Project Management Fundamentals, IBM SkillsBuild (2025)
- Salesforce Certified Administrator (2025)
- Google AI Essentials (2024) and Google UX Design & Research, Professional Certificate (2024)
- CITI Responsible Conduct of Research (2023) and Humans Subjects Research (2025)