



# Staff Biographies



## Executive Management

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### Melissa Cardwell

Director of Project Management

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**Melissa Cardwell** has been with NACVA® and the CTI™ since 1997. As the Director of Project Management she is able to merge her visual creative skills with extensive knowledge of the association background and its members to enhance marketing and website communications. She supports association growth and development through management and execution of strategic marketing campaigns which includes: organization of the promotions calendar, marketing and awareness building campaigns, lead generation, and analysis of analytics. In addition to coordinating a variety of special projects for NACVA/CTI, she serves as the editor for the quarterly online association newsletter *The Association News*. Melissa also manages the layout, design, and e-mail distribution of the weekly *QuickRead*® newsletter, which has become a primary source for current news and information highlights in areas of interest to the financial consultant. Melissa holds an Associates of Applied Science, Fashion Merchandising from Weber State University. She spends her free time with her husband, two sons, and three dogs enjoying the outdoor recreation options Utah has to offer such as, cycling, riding ATVs, and watching her sons play baseball and ride dirt bikes.



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