

MELINDA B. LEWIS

AWARD-WINNING WRITER | CONTENT STRATEGIST

INTRODUCTION

Full-stack marketer and award-winning writer with a strong background in consumer brands and strategy. Global work experience in LATAM and EMEA. Former mentor for VoyagerHQ. Language skills in French, Spanish, Portuguese and Italian. Enjoys traveling, dinner parties and Zoom.

AWARDS + ACCOLADES

Hacker Noon's [Top 35 Stories of 2020](#) - July 2020

Hacker Noon's "[Contributor of the Year, Women in Tech](#)," Nominee - July 2020

Hacker Noon's "[Indie Tech Journalist of the Year](#)," Nominee - July 2020

Amazon's [New Adult Best Sellers](#), #12 - 2018

TravelTech Lab London Speaker - 2017

LinkedIn's Profinders Best List - 2016 + 2017

SKILLS

Affiliate Marketing, Amazon Advertising, Branding, Business Development, Content Curation, Content Marketing, Copywriting, Creative Writing, Digital Marketing, Editing, Email Marketing, Events, Facebook, French, Google Ads, International Marketing, MailChimp, Marketing Strategy, New User Acquisition, Portuguese, PPC, Project Management, Publishing, SEM, SEO, Spanish, Storytelling, Twitter, YouTube, Zoom

EDUCATION

GEORGETOWN UNIVERSITY

M.A., Latin American Studies. Study abroad program in Santiago, Chile.

THE OHIO STATE UNIVERSITY

B.A., *magna cum laude* with honors and distinction in International Studies and Spanish. *Phi Beta Kappa*. Study abroad program in Córdoba, Argentina.

CONTACT DETAILS

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More: MelindaLewisMarketing.com

CURRENT

MARKETING CONSULTANT | BRAND, ACQUISITION, CONTENT

Various | May 2016 - Present

- **MRMRS CREATIVE:** Branding and copywriting for [blog, social media and video](#)
- **Candor:** Researching, writing and distributing SEO content for [job seekers](#)
- **Kaiser Permanente:** Created a brand and content strategy for new service
- **Lune.co:** Edited, built content partnerships and [email growth](#) strategy
- **Waze:** Gen Z marketing and recruitment for large scale brand activation
- **MVG:** Researched and wrote [LATAM case study](#) with US and FR teams
- **Smithline Training:** Responsible for obtaining accreditation in multiple states and project managing the launch of the online education platform

CONTENT WRITER & CREATOR

Various | May 2016 - Present

- Founded [THE WISHERIE](#) to improve mental health during the pandemic
- Writing for *Hacker Noon*, *The Innovation*, *The Startup* and others
- Published *A Modern Trilogy* about millennials and student loans
- Coverage in *The Bold Italic*, *Readers' Favorite*, *ChickLit Central*, *Manhattan Book Review* and more
- Produced 15 events in San Francisco and London with event sponsors: [Airbnb](#), [Getaround](#), [Industrious](#) and others

PAST

INSTRUCTOR

Academy X + Paris Summer Study | 2013 - 2018

- **AcademyX:** Instructor of Google Analytics, Google Ads and SEO workshops
- **Paris Summer Study:** Instructor and course designer for International Business and Marketing and Intercultural Communications classes at the Sorbonne during summer sessions of 2013, 2014, 2015 and 2016

MARKETING DIRECTOR

ScatterRadio | 2014 - 2016

- Created branding, editorial calendar, [press releases](#), messaging and multi-channel marketing strategy for podcasting marketplace that resulted in a 700% increase in new users in seven English speaking markets
- Executed new content syndication partnerships in [10 cities with UrbanWord](#)
- Hired and managed contract producers as well as worked with CEO and Engineering on product (app, mobile web, desktop) features

MARKETING CONSULTANT

Various | 2010 - 2014

- **Scholastic/Klutz:** Achieved 112% of holiday sales goal through partnerships with Eversave and Doodledeals in addition to social media and email marketing
- **WeightWatchers:** Deployed email marketing campaigns and managed publishers for North American and Canadian affiliate programs
- **Mediastay:** Recruited new publishers and affiliate offers for platform