

# Melissa Chandler

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## SUMMARY

Dynamic marketing and communications leader with 14 years of experience driving comprehensive, creative communications programs. Builder of high-performing marketing teams. Industry expertise includes B2B tech, insurance and financial services.

## EXPERTISE

- Strategic communications planning
- Team development/management
- Internal/employee communications
- Public/media relations
- Executive communications
- Content/editorial writing

## RELEVANT EXPERIENCE

### **QUICKBASE, Boston, Mass.**

1/20 – present

#### **Senior Director, Corporate Marketing and Brand**

*Drive brand awareness internally and externally, using thought leadership, creative campaigns and marketing communications; built team of six professionals across communication, content, creative, multimedia and social media.*

- New brand launch and ongoing activation efforts resulted in 30% increase in Quickbase awareness YoY.
- Drove 300% increase in media coverage quantity and quality YoY; maintained top three SOV position over competitors.
- Developed repeatable influencer practice that resulted in 10x higher engagement vs. brand channels, and more than 20+ pieces of inbound media coverage.
- First research-backed thought leadership program drove 1,200+ leads in three weeks; remains a top piece of content.
- Managed employee and external COVID communications programs, including SBA loan tool, accessed by 20K+ people.
- Lead internal and external communications around key announcements and initiatives, including CEO hire and D&I.
- Developed comprehensive crisis communications programs and ran point on multiple efforts over the course of tenure.

### **CENGAGE, Boston, Mass.**

9/18 – 12/19

#### **Senior Director, Content Marketing**

*Designed and implemented higher ed content marketing strategy, focused on thought leadership; as part of in-house agency, managed team of eight creative professionals and drove centralized process for creation and management.*

- Launched thought leadership blog that saw 13K+ visitors in one month and 40K+ impressions on social (previous efforts saw similar visitor counts over six months), as well as a 23% landing page conversion rate.
- Reimagined key demand gen email campaign; revised approach (including shorter cadence, focus on deliverability and more direct copy) drove 15x increase in leads in one year.
- Realigned team into writing and design centers of excellence and optimized processes for content creation and communication across team and other stakeholders.

### **SNAPAPP, Boston, Mass.**

1/17 – 8/18

#### **Director, Content Strategy**

*Served as lead storyteller, developing and driving content and communications strategy; managed four creative professionals and freelance contributors, overseeing all content and communications efforts end-to-end.*

- Introduced new blog focus (interactive, video, audio) that made the SnapApp blog the top driver of organic site traffic; doubled blog traffic and subscribers in one year. Program recognized with a [2017 Content Marketing Institute award](#).
- Developed communications programs for launching research-backed, thought leadership content to internal teams and the market; created strategy for both internal communications and enablement as well as external activation.
- New editorial strategy and process led to higher quality MQLs (6x conversion increase from MQL to call).

### **CORPORATE INK, Boston, Mass.**

1/16 – 12/16

#### **Account Director**

*Drove integrated marketing programs for six B2B tech clients across martech, retail and risk management industries; managed three PR professionals; served as client strategist for content marketing and demand generation; lead training/development programs internally.*

- Launched monthly benchmark reports for martech client resulting in 25+ pieces of media coverage.
- Served as internal training and development lead, created Corporate Ink College including monthly training workshops.

**EXPERIAN DATA QUALITY, Boston, Mass.**

7/14 – 12/15

**Manager, Content Marketing**

*Developed overall content strategy to support demand generation across all buying stages; managed integrated program calendar across content, public relations, internal communication, social media and events; managed a team of four.*

- New content strategy drove 18 percent increase in conversion of inquiries to sales-accepted leads in first year.
- Served as new employee trainer, developing content for new hires and participating in week-long new hire sessions every other month.
- Managed new website content migration, working with contributors globally to create engaging content while sustaining SEO performance.
- Launched new presence on Twitter featuring a brand subject matter expert to complement existing company accounts.

**LIBERTY MUTUAL INSURANCE, Boston, Mass.**

7/12 – 7/14

**Communications Program Manager and Consultant**

*Developed comprehensive communication programs for Personal Insurance, Marketing and Claims. Worked with internal and external partners to turn business objectives into actionable communications strategy using a variety of media.*

- Planned communications strategy for Safeco Claims integration (cross-Claims audience of nearly 8,000 employees), including launch of monthly Claims-wide newsletter and weekly Senior Leadership blog (with 10x higher traffic than previous iterations of the blog) to drive alignment.
- Developed post-Hurricane Sandy communications strategy to promote connectivity across Claims team, via intranet, email and in-person meetings.
- Led manager communications initiative that resulted in consistent manager toolkit format across departments.
- Created new tone and structure for internal newsletter PI Today (12K+ audience) that drove higher engagement.
- Planned and supported communications strategy for move to 157 Berkeley.

**HIGH STREET PARTNERS (now Radius), Boston, Mass.**

8/11 – 7/12

**Interactive Content Manager**

*Developed content marketing and communications strategy and executed programs end-to-end.*

**ONE BEACON INSURANCE GROUP, Canton, Mass.**

7/10 - 4/11

**Marketing Communications Consultant**

*Provided strategic marketing and communications strategy guidance to executives and teams across business units.*

**PROFESSIONAL INSURANCE AGENTS ASSOCIATION, Glenmont, N.Y.**

7/07 - 7/10

**Marketing Communications Specialist**

*Served as chief media contact for state trade associations; developed content and creative for member programs.*

**EDUCATION**

**M.A. Organizational Communication**, University at Albany, SUNY (2010)

**B.S. Information Design & Corporate Communication**, Bentley University (2005)

**TECHNICAL EXPERIENCE**

WordPress; Drupal; Quickbase (proficient); HootSuite; Sprout Social; Buffer; Adobe InDesign (basic); Canva; HTML/CSS (basic); Workfront; working knowledge of Salesforce, HubSpot, Marketo and Pardot; Google Analytics

**ACTIVITIES AND RECOGNITION**

Quickbase Women's Leadership Group (2020-present); Boston Big Sisters Alumni Board of Directors (2017-2018); Content Marketing Institute Awards: Blog subscriber growth, Best interactive infographic (2017); Corporate Ink Training and Development Lead (2016); Experian New Employee Trainer (2014-2015); Boston Big Sisters (2011-2018); Bentley University Alumni Admissions Program (2005-2012; 2009 Volunteer of the Year); PIA Employee Events Committee (2007-2010)