

# Melissa MacAlister

## PROFESSIONAL EXPERIENCE

### StellaService

March 2013 – Present

#### Chief of Staff

- Internal business leader for the integration of people, processes, and systems after the acquisition of ICC Decision Services in October 2016
- Directly supported Global Head of Stella Metrics in accomplishing the key strategic initiative of achieving profitability for our business unit, including running weekly operational meetings focused on results and facilitating the annual & quarterly establishment of KPI's
- In the absence of formal sales team, stepped in to fill the gap and closed over \$1M in new business in one year

#### Director of Partnerships

- Leading member of task force that led comprehensive company-wide brand assessment and re-launch
- Lead the cross departmental ideation, production and sale of a pilot product, securing over 70K in new business revenue within the first six months
- Hired, trained, and managed two direct reports
- Supported strategic partnerships with data licensing partners (including Google)

#### Account Manager

- Managed hundreds of relationships with e-commerce companies ranging from small business to enterprise level
- Acted as product manager for the StellaService Seal, managing countless cross departmental product development initiatives

### ZocDoc

October 2011 – December 2012

#### Account Manager

- Responsible for retention of accounts within a given territory, achieved over 40% revenue save of all clients who requested cancellations. Helped build this role/team from the ground up
- Provided support and guidance to upset customers and evaluated accounts to ensure they were optimized for client benefit

#### Account Executive

- Cold called 70+ accounts per day in order to set meetings for outside sales reps to present product offering

### News America Marketing (a News Corporation Company)

May 2009 – October 2011

#### Account Associate

- Assisted Group Sales Manager with the management and growth of one of the company's largest accounts
- Partnered directly with clients to build, execute, and analyze effective advertising and promotional programming using a consultative approach and weekly face to face meetings with senior brand personnel

#### Account Coordinator

- Day to day client contact and relationship building for one of the company's largest accounts
- Utilized IRI and Nielsen data to conduct market research and present strategic findings to clients

## EDUCATION

Hofstra University, Hempstead, NY – May '09

BA Public Relations Major, English Minor

Honors: Cum Laude Graduate, CAA Commissioners Academic Award, Phi Eta Sigma Honor Society, Honors College

## SKILLS

Proficient in MS Office Suite, Google Drive/Docs/Sheets, and Salesforce. Basic experience with WordPress.

## PERSONAL

Enjoy reading, travel, and barre/yoga. Enthusiastic pet parent and former NCAA Division I Student Athlete.