

Melissa MacAlister

124 W. 60th St, New York, NY
melissa@melissamacalister.com | (516) 850-7691

PROFESSIONAL EXPERIENCE

StellaService

March 2013 – Present

Chief of Staff

- Owned key strategic business functions including running weekly operational meetings focused on results, facilitating the annual & quarterly establishment of KPI's, and preparing for board meetings
- Supported effective internal and external communication through drafting written materials, creating internal training programs and employee task forces, organizing team outings and planning company-wide offsites
- Vetted new business opportunities, winning over \$1M in new business in one year
- Internal business leader for the integration of people, processes, and systems after the acquisition of ICC Decision Services

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
- Acted as editor for the company blog, writing case studies and blog posts and sourcing freelance writers for new content
- 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
- Supported the creation of systems, policies and procedures for a brand new department critical to the company's growth

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 top five 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

CONSULTING

Million Dollar Women (2018)

Assisted CEO Julia Pimsleur with business mapping, hosting the 2018 Million Dollar Women Summit, and hiring/defining the role, responsibilities, and key performance indicators of her first Chief of Staff

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.