

Melissa Leavenworth

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EXPERIENCE

Founder and GTM Systems Consultant

Levity Ltd. | Jan 2023 - Present | San Francisco, CA

- Built GTM and operating systems for early-stage teams to improve strategic clarity and execution reliability.
- Designed playbooks and workflow automation that improved outreach efficiency by 66% and reduced manual coordination by 35%.
- Led cross-functional delivery across 20+ projects spanning product, design, engineering, and sales.

Head of Communications

Primitive | May 2022 - Dec 2022 | Remote

- Led GTM storytelling and external communications for a technically complex fintech product.
- Developed messaging materials that supported a \$9M fundraiser.
- Coordinated launch communications across product, engineering, and PR teams, contributing to 1.7M TVL.

Content and Product Operations Coordinator

Learning Advantage, Inc. | Oct 2019 - Dec 2021 | Fort Collins, CO

- Partnered with engineering and sales to streamline rollout workflows and improve operational readiness.

Earlier Roles

CSU Energy Institute and CSU College of Health and Human Sciences | 2014 - 2017 | Fort Collins, CO

- Built communication workflows that translated technical research for public audiences.

EDUCATION

Colorado State University

Fort Collins, CO | B.A. Journalism and Media Communication; B.S. Psychology

CERTIFICATIONS

- Notion Certified Admin (Jan 2026)
- Notion Academy: Essentials, Workflows, Advanced (Dec 2025)