

# Melissa Leavenworth

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## EXPERIENCE

### **Content and Product Operations Coordinator**

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

- Built automation across photography, editing, and publishing pipelines to increase operational efficiency by 78%.
- Developed asset-sorting scripts that reduced manual filing time by 90%.
- Partnered with engineering and sales to streamline rollout workflows supporting international product expansion.

### **Founder and GTM Systems Consultant**

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

- Built repeatable content and GTM operating systems for early-stage teams.
- Improved outreach efficiency by 66% and reduced manual coordination by 35% through structured workflows.
- Produced and optimized newsletter programs achieving 75%+ open rates through better audience segmentation.

### **Head of Communications**

Primitive | May 2022 - Dec 2022 | Remote

- Edited technical documentation and white papers for clarity, narrative cohesion, and audience fit.
- Translated complex fintech product concepts into externally legible communication assets.

### **Editorial Lead**

Rocky Mountain Student Media Corp. | Aug 2017 - May 2018 | Fort Collins, CO

- Managed editorial workflows for a monthly publication with accountability for quality, turnaround, and consistency.

## 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)