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 Series A-B teams to improve execution clarity across marketing, product, and operations.
• Designed playbooks and workflow automation that improved outreach efficiency by 66% and reduced manual coordination by 35%.
• Directed cross-functional execution across 20+ projects spanning design, engineering, and sales.

Head of Communications

Primitive | May 2022 - Dec 2022 | Remote

• Shaped GTM storytelling for an AMM-based fintech product and translated complex mechanics for non-technical stakeholders.
• Developed messaging and communication materials that supported a $9M fundraise.
• 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

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

Editorial Lead

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

• Managed editorial workflows and led writers and photographers for a monthly faculty publication.
• Improved accuracy, turnaround speed, and process consistency by owning production operations end to end.

EDUCATION

Colorado State University

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

• Completed Venture Accelerator and Venture Validator programs focused on customer discovery and early GTM validation.

CERTIFICATIONS

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