

Melissa Leavenworth

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EXPERIENCE

Head of Communications

Primitive | May 2022 - Dec 2022 | Remote

- Shaped GTM storytelling and external communications for an AMM-based fintech product.
- Translated blockchain and AMM mechanics into investor-ready decks, scripts, and documentation.
- Developed communication materials that supported a \$9M fundraise.

Founder and GTM Systems Consultant

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

- Built messaging frameworks and launch playbooks for early-stage teams.
- Led cross-functional GTM execution across 20+ projects.
- Designed narrative and content systems that generated 14M+ combined views.

Content and Product Operations Coordinator

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

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

Earlier Roles

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

- Translated technical research into public-facing content for non-technical 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)