

MELISSA LEAVENWORTH

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RELEVANT EXPERIENCE

Founder & GTM Consultant | Levity Ltd. | Jan 2023 - Present | Denver, CO

- Built GTM and operational systems for early-stage founders, reducing execution friction and clarifying priorities across marketing, product, and operations.
- Designed playbooks and automated workflows that improved outreach efficiency by **66%** and reduced manual coordination by **35%**.
- Directed cross-functional execution (design, engineering, sales) across **20+ projects**, delivering faster GTM readiness and systematized operations.
- Produced and optimized newsletters achieving **75%+ open rates** through improved positioning and audience segmentation.
- Led narrative and content strategy driving **14M+ combined views**, including placement on The Joe Rogan Experience.

Marketing & Content Operations Lead | Live.Laugh.Colorado. Real Estate Group | Sep 2024 – Dec 2025 | Denver, CO

- Standardized GTM processes, enabling consistent brand execution and measurable ROI across \$100M+ annual revenue pipeline.
- Led cross-functional initiatives connecting design, content, and operations, improving campaign delivery speed by **100%**.
- Built Asana-based operational systems streamlining listing workflows, reducing turnaround time by **66%** across teams in 3 markets.
- Overhauled digital listing content and distribution, increasing engagement by **30%** and strengthening referral pipelines.
- Produced and optimized newsletters consistently achieving **75%+ open rates** through improved positioning and targeting.

Head of Communications | Primitive | May 2022 – Dec 2022 | Remote

- Shaped GTM storytelling and external communications for an AMM-based fintech product supporting a **\$9M raise**.
- Increased media visibility by **100%** through targeted outreach and narrative positioning.
- Coordinated launch operations across product, engineering, and PR teams, contributing to **1.7M TVL**.
- Translated complex blockchain mechanics into investor-ready decks, scripts, and documentation.
- Edited white papers, technical documentation, and product content for accuracy, clarity, and narrative cohesion.
- Coordinated closely with founders, engineering, and business development to align storytelling with product strategy and launch goals.

Content & Product Operations Coordinator | Learning Advantage, Inc. | Oct 2019 – Dec 2021 | Fort Collins, CO

- Built workflow automations integrating photography, editing, and publishing pipelines, increasing operational efficiency by **78%**.
 - Developed automated asset-sorting scripts, reducing manual filing time by **90%**.
 - Partnered with sales/design teams to streamline product rollout workflows.
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EDUCATION

Colorado State University | Fort Collins, CO
B.A. Journalism & Media Communication & B.S. Psychology

- Completed **Venture Accelerator & Venture Validator** programs focused on customer discovery and early GTM validation.
- Editor at **Rocky Mountain Collegian & CSU Student Media**, coordinating multi-writer coverage and enforcing AP Style while building strong deadline discipline and operational foundations.

CERTIFICATIONS

Notion Certified Admin | Jan 2026
Notion Academy Essentials • Workflows • Advanced | Dec 2025