

# MELISSA EISENBERG

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## CORE COMPETENCIES

Content Strategy / Growth Hacking / Project Management / Community Building / Social Media / Partnerships

## EXPERIENCE

Event Director at **SF FashTech** // *Event-driven Community* 5/14 - Present

- Create content-driven and networking events that sell out within 1-2 days (150-200 tickets/event)
- Develop content programming for panel discussions, industry talks and demo days
- Manage event planning logistics, schedules, event execution, press liaisons and vendors
- Acquire new retail and technology partnerships (ie. Autodesk, Everlane, Popsugar, Westfield Labs)

Marketing Director at **Darwin Apps** // *Development Shop + Consultancy* 11/13-5/14

- Developed content pipelines, collaboration processes and established deadlines for team members
- Produced web copy, blogs and whitepapers internally and for our clients
- Managed the responsibilities, agendas, goals and meeting schedules for 8 interns and 5 developers
- Created lead generation initiatives that generated over \$1M in revenue

Head of Marketing at **The Elevator** // *Tel Aviv VC + Accelerator* 12/12-10/13

- Served as a marketing advisor for 15-early stage Israeli portfolio companies
- Led content and social media strategy to help launch companies in the US
- Generated executive summaries, budgets, pitch decks, go-to market strategies, press releases

## CONSULTING

2009-Present

Community Manager at **Secret** // *Anonymous Social Media App*

- Launched event-based use case to increase outreach for Secret at CES + Sundance Film Festival
- Developed copy for email and social advertising campaigns (A/B testing, influencer outreach)
- Created strategic social media campaigns to engage audience around editorial events

Developer Relations at **Bitpay** // *Bitcoin Payment Processor*

- Organized Bitcoin meetups and hackathons to increase the use of our open API
- Collaborated with engineering team on sales presentations that closed enterprise deals (ie. Paypal)
- Led press outreach, developed presentations and speeches to be used for fintech conferences

Content Marketing Lead at **Tint** // *Social Media Hub Service*

- Created SEO content that increased sales by 25% and web traffic by 200%
- Launched product at EDM Business Conference, recognized by WSJ media booth
- Led editorial, blogging, communications, and content strategy for lead generation

Content Marketing Manager at **Wiser** // *Automated repricing app for eCommerce*

- Developed content growth strategies on mobile/web - leading to 1400% increase in traffic
- Generated multiple articles a week, featured in leading eCommerce blogs (ie. Sweet Tooth Rewards)
- Produced all product copy, ad copy, website copy, blog posts, press releases

## EDUCATION

Ohio State University, Bachelor of Arts, Magna Cum Laude

- Major: Journalism

2009