

# Melinda Howard Belcher

Strategy | Content | Design | Experience

## Contact

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**Currently, I lead the Content Design & Strategy practice at Mastercard's Tech Hub in NYC.**

**I like to build content teams from the ground up.** A certified Product Owner, I helped start IBM's Tokyo Design Studio. I'm also a veteran of New York brand and design agencies, and have built out content teams at Interbrand, frog and Havas.

## Select clients:

AT&T  
BBVA  
Blue Cross Blue Shield  
Citibank  
Dos Equis  
Emirates  
Gillette  
Humana  
IBM  
John Deere  
Oracle  
Visa  
Salesforce  
Thomson Reuters  
USAA

## Proficiencies:

Excel  
Invision  
Keynote  
Mailchimp  
PowerPoint  
Sharepoint  
Sketch  
Teams  
UserZoom  
Qualtrics  
Word

Mastercard Worldwide, January 2017 – present  
Head of Content Design & Strategy

- Lead team focused on designing digital content experiences to support the secure and convenient transaction of funds and information.
- Conceptualize, document and bring global product strategy to life
- Provide SME support and training for projects involving external content providers and agency partners
- Optimize content creation, localization, research and approval workflows within product teams

K Street Partners, May 2015 – January 2017  
Director of Content Experience & Strategy

- Ran all strategy and experience projects, including brand strategy, content strategy, contact strategy (DM and email) and communication strategy (print and digital)
- Worked closely with analytics and insights to put strategies together that speak to target audiences and clearly convey the value proposition
- Worked closely with creative to ensure that brand activation was consistent and compelling, and that brand guidelines are clear and easy to understand

VSA Partners, November 2013 – May 2015  
Director of Content Strategy

- Lead VSA's digital content practice, including recruiting, resourcing, new business outreach and thought leadership
- As a Certified Scrum Product Owner, ran two content development teams in Chicago and London in service of IBM's key industry campaign managers
- Helped establish IBM's new Design Studio in Tokyo - acted as Interim Product Owner and staffed permanent local team

Freelance Copy Director/Content Strategist, January – November 2013

- Handled brand strategy articulation and associated campaign copy for a number of agency clients: VSA Partners, Atmosphere Proximity (BBDO), Berliner Benson, and Click 3X Media
- Created digital strategy, brand voice and messaging training documents, editorial calendars and guidelines
- Ran naming projects and brainstorming

## Education

Certified Scrum Product Owner  
Scrum Alliance, NYC, 2014

MFA in Creative Writing  
The New School, NYC, 2005

Bachelor of Arts in Spanish  
Literature and Linguistics  
*Magna cum laude*  
University of Missouri, 1998

Spanish Literature and Linguistics  
University of Alicante, Spain 1997

Music Journalism  
University of Manchester, 1995-1996

## Speaking

[Bridging the Gap: Making the Most of the Difference Between Agency and Enterprise, Enterprise Experience 2020](#)

[Content Design at Mastercard with Melinda Belcher, Boye & Company 2020](#)

[Optimizing Technical Content for Translation, Lavacon 2018](#)

[Cloud Free Collaboration \(Or How I Learned to Live Without Google Docs\), ContentTech Summit 2018](#)

[Stop, Listen, and Collaborate: Creating an Experience-first Content Strategy, Lavacon 2017](#)

[Global Content Strategy: Don't Get Lost in Translation, Content Strategy Alliance 2014](#)

## Publications

[Every Experience is a Content Experience: Interview with Melinda Belcher on Writer.com](#)

[Content Design Drives Great Customer Experience at Mastercard, Boye & Company](#)

[Growing beyond a team of one, UX Collective on Medium](#)

[Five Reasons to Work in Your Pajamas, LinkedIn](#)

Havas Worldwide, April 2012 - December 2012

Associate Director of Content Strategy

- Concepted and led project team for Dos Equis' "Most Interesting Academy" online magazine Sourced full editorial team and extensive influencer network, as well as videographers and photographers
- Provided direction for all visual assets, including photography, videos and web design

frog design, May 2011 – 2012

Associate Creative Director, Content

- Headed up editorial calendar and social media/distribution strategy for the relaunch of GE's ecomagination.com,
- Handled blogger outreach in order to create an ever-growing network of influencers and content creators
- Produced various short videos and live web events for the ecomagination.com site

Interbrand, September 2007 – April 2011

Senior Creative Writer

- Worked cross-functionally to deliver writing solutions across all client communication vehicles: positioning statements, brand strategy, brand ideas, brand stories, brand names, communications toolkits, taglines and copy
- Designed and ran in-person and online workshops to train client corporate communications teams, agency partners and HR staff
- Directed and supervised copy on all projects as the verbal client lead; managed and edited work from 5-7 junior team members

Girl Scouts of the USA HQ, May 2005- Sept 2007

Senior Copywriter and Creative Consultant

- Directed a team of copywriters and illustrators to create the Girl Scout Daisy curriculum and accompanying adult volunteer materials
- Collaborated with GSUSA's research arm to pilot and socialize new content in the Girl Scout community
- Managed and edited content for gogirlsonly.org, the official GSUSA website for girls age 5-11

Shaw Marketing Group, January 2002- May 2005

Copywriter

- Worked with designers and creative directors across various media, including websites, ad campaigns and direct mail pieces (online and print)
- Collaborated with Diageo and Trik\_Media on content for Johnnie Walker, Captain Morgan, Grand Marnier and Crown Royal
- Worked with interagency and client project teams to ensure consistency of brand messaging