

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

Freelance ESL/TEFL teacher, June 1999 - May 2005

Schools: GEOS, Zuni, Manhattan Language Institute

- Taught English as a Second/Foreign Language in Spain and NYC
- Certificate in English Language Teaching to Adults (CELTA), Cambridge House, Seville

Adjunct Spanish professor, December - June 1999

Central Methodist College, Fayette, Missouri

- Taught several levels of Spanish to undergraduate students