

# Melinda Howard Belcher

## Director, Content and Brand Strategy

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Nice to meet you! I'm Melinda Howard Belcher.

I believe in creating real connections with people. And the only way to do that is to say **the right thing to the right people at the right time.**

Over ten years of writing and branding experience — copy director, copywriter, web editor, content strategist, and brand consultant— give me the imagination and skill to recommend new ways to create **differentiated, meaningful, compelling content** across all platforms.

I have managed all aspects of content creation for clients such as Salesforce, BBVA Compass, Blue Cross Blue Shield, IBM, Emirates, Thomson Reuters, AT&T, John Deere, Humana, USAA, Microsoft and GE. My ever-evolving skill set includes content strategy and content mapping, content partnerships and content sourcing, editorial and social calendars, publishing and translation workflows, localization strategy, content audits and inventories, taxonomy, metadata, SEO, CMS upload and content tagging.

I'm here to help you make real connections with audiences of all ages and backgrounds through **what you say and how you say it**, as well as **where you say it.**

### How I do what I do:

- Energetic, optimistic and **enthusiastic mindset**
- Solid background in **copy direction and digital content development**, as well as management of digital properties and associated social media outlets
- Over ten years' experience in the **creation and implementation of Brand and Style Guidelines** across all channels
- **Deep knowledge of product logic, naming and brand development**
- Love of **organization, efficiency and process** — able to manage various projects, teams and people with a smile
- Confidence and experience **deploying a full team of writers/photographers/designers across several projects** (and sometimes geographies!) while ensuring the overall quality and consistency of content produced

## My work experience:

*K Street Partners, May 2015 – present*

Director of Brand & Experience Strategy

Clients: BBVA, Blue Cross Blue Shield, Salesforce

- **Handle all strategy and experience projects**, including brand strategy, content strategy, contact strategy (DM and email) and communication strategy (print and digital)
- **Work closely with analytics and insights** to put strategies together that speak to target audiences and clearly convey the value proposition
- **Work closely with creative** to ensure that brand activation is consistent and compelling, and that brand guidelines are clear and easy to understand
- Focus on **optimizing customer experience at every step**, whether through brand strategy, content strategy or creative execution—the customer must be considered

*VSA Partners, November 2013 – May 2015*

Director of Content Strategy, Product Owner

Clients: IBM, Haworth

- As Director of Content Strategy, **led VSA's digital content practice** in New York, including recruiting, resourcing, new business outreach and thought leadership
- As a Certified Scrum Product Owner, **represented the voice of the customer in an Agile work environment**
- As Content Strategy Lead, responsible for **creating and executing digital strategy** for the Sales Enablement discipline at IBM's new Marketing Experience Lab in Tokyo (January – July 2014). I also helped hire the permanent on-site Product Owner and acted as Interim Product Owner during the transition/training period
- Ran two **content development teams in Chicago and London** in service of IBM's key industry campaign managers (Product Owner on the project)
- Handled **brand strategy and messaging** projects, as well as digital execution of that strategy and training/education of client side communications teams
- Spoke at **Content Strategy Alliance** on Global Content Strategy in November 2014

*Freelance Brand and Content Strategist, January – November 2013*

Clients: VSA Partners, Atmosphere Proximity (BBDO), Berliner Benson, Click 3X Media

Projects: Ford, Syfy, Ben and Jerry's, Sharp, Valspar, Emirates, Visa, Gillette, Citibank, IBM

- Handled **brand strategy articulation and associated campaign copy** for a number of small clients
- **Developed and wrote to wireframes for digital properties**; worked with designers and developers on asset creation and content migration as well as creation of new content
- **Created digital strategy**, brand voice and messaging training documents, editorial calendars and guidelines
- **Ran naming projects** and brainstorming

*Havas Worldwide, April 2012 to December 2012*

Associate Director of Content Strategy

Client: Dos Equis

- **Concepted and led project team for Dos Equis' "Most Interesting Academy" online magazine**, charged with analyzing the strategic communication needs of this new digital branded property and planning to meet those needs
- Wrote creative briefs for all projects associated with the Most Interesting Academy and **handled briefing for all partner agencies as well as client and internal teams**
- **Headed up production team on Dos Equis' "Most Interesting Academy" online magazine**, which entailed creating an editorial calendar, hiring and managing an editorial staff of freelance copywriters, creating an extensive and influential blogger network, developing and distributing media plans for analyzing and engaging audiences, as well as sharing content on social platforms and distribution of content
- **Led production team on various short videos** for the Dos Equis Most Interesting Academy site and worked to source, concept and refine video content from vendors
- Worked with bloggers, videographers, photographers and many others to **develop and socialize branded digital content**
- Handled blogger outreach in order to **create an ever-growing network of influencers and content creators**
- **Provided direction for all visual assets**, including photography, videos and design
- Covered branded offline events, working with partner agencies to **plan the narrative flow for event** as well as manage talent in-venue

*frog design, May 2011 – 2012*

Associate Creative Director, Content

Client: GE/ecomagination.com

- Headed up **content creation for the relaunch of GE's ecomagination.com**, which involved creating an editorial calendar, and developing a social media/distribution strategy for the site: here's quick [case study](#) and a [nice review](#) of my work
- Empowered to locate and **hire full editorial staff**
- Handled blogger outreach in order to **create an ever-growing network of influencers and content creators**
- **Produced various short videos for the ecomagination.com site** and worked to source, concept and refine video content from vendors
- **Produced live web events** such as an interview with book author Seth Fletcher about the future of lithium-ion batteries and electric cars (<http://www.youtube.com/watch?v=9V0FS52tBCg>) and an interview with director of NYC ACRE Micah Kotch about sustainable startups and the future of cleantech. (<http://www.youtube.com/watch?v=Uf45jsAvXII>)
- **Conducted Comcast/Xfinity naming architecture exercise** as frog's in-house naming expert

- Worked with designers of all stripes — packaging, IxD, UXD, graphics, tech — to **create visually and verbally compelling out-of-box experiences** for Comcast, Microsoft, and Gatorade

*Interbrand, September 2007 – April 2011*

Senior Creative Writer

Clients: AT&T, John Deere, Thomson Reuters, Humana, USAA, Aon Hewitt, McKesson, Covidien, MeadWestVaco (MWV), Feeding America

- **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
- **Created brand voice and messaging guidelines** for a number of clients
- **Designed and ran in-person and online workshops** to train client corporate communications teams, agency partners and HR staff
- **Collaborated with design studio** to concept, storyboard and write brand videos, brand books, websites and corporate brochures
- **Directed and supervised copy** on all projects as the verbal client lead; managed and edited work from 5-7 junior team members
- **Wrote blogs and IP papers** on behalf of Interbrand on all topics of branding and verbal identity (see publications below)

*Girl Scouts of the USA National Headquarters, May 2005- September 2007*

Senior Copywriter and Creative Consultant

- Responsible for the **development of the Girl Scout Leadership Development program**
- **Concepted, managed and edited all-new GSUSA educational content** for girls age 5-11 and accompanying adult materials
- **Directed a team of copywriters and illustrators** to create the Girl Scout Daisy handbook and accompanying volunteer materials
- **Collaborated with GSUSA's research arm** to conduct focus groups, surveys and workshops in order to pilot and socialize new content in the Girl Scout community
- **Managed and edited content** submitted by both girls and adult writers for [www.gogirlsonly.org](http://www.gogirlsonly.org), the official GSUSA website for girls age 5-11

*Shaw Marketing Group, January 2002- May 2005*

Copywriter

Clients: Johnnie Walker, Captain Morgan, Grand Marnier and Crown Royal

- **Wrote digital and print media copy**
- **Worked with designers and creative directors across various media**, including websites, advertisements and direct mail pieces (online and print)
- **Worked collaboratively with Diageo and Trik:Media**; presented ideas in interagency and client meetings/conference calls, wrote relevant copy under strict deadlines, and worked with project teams to ensure consistency of brand messaging

## My education

### **Certified Scrum Product Owner**

Scrum Alliance, New York City, 2014

### **MFA in Creative Writing**

The New School, New York City, 2005

### **Bachelor of Arts in Spanish Literature (Journalism minor), *Magna cum laude***

University of Missouri at Columbia, 1998

### **Study Abroad – Spanish Literature and Linguistics**

University of Alicante, Spain 1997

### **Study Abroad – Music Journalism**

University of Manchester, 1995-1996