

# Melissa Nazar

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## SUMMARY

Dynamic marketing leader with 12+ years experience driving creative marketing and content programs. Builder of high-performing content and creative teams. Industry expertise includes insurance, financial services and B2B technology.

## EXPERTISE

- Content marketing strategy development
- Team development/management
- Internal/executive communications
- Public/media relations
- Creative project management
- Content/editorial writing

## RELEVANT EXPERIENCE

### **CENGAGE, Boston, Mass.**

9/18 – present

#### **Senior Director, Content Marketing**

*Design and implement higher ed content marketing strategy, focused on thought leadership; as part of in-house agency, manage team of eight creative professionals and drive centralized process for creation and management.*

- Developed comprehensive content marketing strategy for higher ed business, with an emphasis on thought leadership; launched thought leadership blog that saw 13K+ visitors in one month and 40K+ impressions on social (previous efforts saw similar visitor counts over six months), as well as a 23% landing page conversion rate.
- Reimagined key demand gen email campaign; revised approach (including shorter cadence, focus on deliverability and more direct copy) drove 15x increase in leads in one year (75 to 1161).
- Realigned team into writing and design centers of excellence; two team members promoted to be leads. Optimized processes for content creation and communication across team and other stakeholders.

### **SNAPAPP, Boston, Mass.**

1/17 – 8/18

#### **Director, Content Strategy**

*Served as lead storyteller, developing and driving content and brand strategy; managed four creative professionals and freelance contributors, overseeing all content production end-to-end.*

- Introduced new blog focus (interactive, video, audio) that made the SnapApp blog the top driver of organic site traffic; doubled blog traffic and subscribers in one year. Program recognized with a 2017 Content Marketing Institute award.
- New editorial strategy and process led to higher quality MQLs (6x increase in conversion from MQL to call) and a shorter sales cycle.

### **CORPORATE INK, Boston, Mass.**

1/16 – 12/16

#### **Account Director**

*Drove integrated marketing programs for six B2B tech clients across martech, retail and risk management industries; managed three PR professionals; served as resident client strategist for all content marketing and demand generation work.*

- Launched monthly benchmark reports for martech client resulting in 25+ pieces of media coverage.
- Created an interactive maturity assessment for demand generation that resulted in more qualified leads.
- Creative outreach (infographic) for martech client yielded broad coverage (Huffington Post, InformationWeek, CMO).

### **EXPERIAN, Boston, Mass.**

7/14 – 12/15

#### **Manager, Content Marketing**

*Developed overall content strategy to support demand generation across all buying stages; created and managed integrated program calendar across content marketing, public relations, social media and events; managed a team of four.*

- New strategy drove 18 percent increase in conversion of inquiries to sales-accepted leads in first year.
- Three team members were promoted into more senior roles during tenure.
- Managed new website content migration, working with contributors globally to create engaging content while sustaining SEO performance.
- Launched new presence on Twitter featuring a brand subject matter expert to complement existing company accounts.

**LIBERTY MUTUAL INSURANCE, Boston, Mass.** 7/12 – 7/14  
**Communications Program Manager** (*Personal Insurance Internal Communications*) 11/13 – 7/14  
*Developed comprehensive communication programs for Personal Insurance, Marketing and Claims. Worked with internal and external partners to turn business objectives into actionable communications strategy using a variety of media.*

**Marketing Communications Writer** (*Marketing Communications Operations*) 2/13 – 11/13  
*As part of in-house creative agency, worked with internal and external partners to develop engaging content across multiple channels, including scripts, videos, newsletters, websites, postcards, emails, blogs, manager toolkits and more.*

**Communications Consultant** (*Personal Insurance Claims*) 7/12 – 2/13  
*Collaborated with business partners to develop and execute comprehensive, strategic communication plans for the design, writing and delivery of employee communication materials for Claims.*

- Planned communications strategy for Safeco Claims integration, including launch of monthly Claims-wide newsletter and weekly Senior Leadership blog (with 10x higher traffic than previous iterations of the blog) to drive alignment.
- Drove manager communications initiative that resulted in consistent manager toolkit format across departments.
- Created concept for new, more conversational articles for PI Today newsletter that resulted in more engagement.

**HIGH STREET PARTNERS (now Radius), Boston, Mass.** 8/11 – 7/12  
**Interactive Content Manager**  
*Developed content marketing strategy, coordinated necessary resources/experts across globe and executed program.*

- Designed new biweekly webinar series and related six-week nurture cycle, yielding 2,700+ leads and \$6.5 million opportunities. Webinar nurture campaign had twice the open rate of all other email campaigns.
- Created SEO-optimized content program that moved HSP to first page of Google search results.

**ONE BEACON INSURANCE GROUP, Canton, Mass.** 7/10 - 4/11  
**Marketing Communications Consultant**  
*Provided strategic marketing and communications guidance to executives and teams in five business units and four company service groups across the country.*

**PROFESSIONAL INSURANCE AGENTS ASSOCIATION, Glenmont, N.Y.** 7/07 - 7/10  
**Marketing/Public Relations Specialist**  
*Served as chief media contact for four state trade associations, engaging in proactive media relations with 20+ trade journals and consumer pubs; developed creative for member programs including newsletters, brochures, digital, etc.*

#### EDUCATION

**M.A. Organizational Communication**, University at Albany, SUNY (2010)  
**B.S. Information Design & Corporate Communication**, Bentley University (2005)

#### TECHNICAL EXPERIENCE

WordPress; Drupal; SnapApp; HootSuite; Sprout Social; Buffer; Adobe InDesign (basic); Canva; HTML/CSS (basic); Workfront; working knowledge of Salesforce, HubSpot, Marketo and Pardot; Google Analytics

#### ACTIVITIES AND RECOGNITION

Boston Big Sisters Alumni Board of Directors (2017-2018); Content Marketing Institute Awards: Blog subscriber growth, Best interactive infographic (2017); Corporate Ink Training and Development Lead (2016); Experian New Employee Trainer (2014-2015); Boston Big Sisters (2011-present); Bentley University Alumni Admissions Program (2005-2012; 2009 Volunteer of the Year); PIA Employee Events Committee (2007-2010)