

# MELISSA HARBERS

(678) 360-0836 ~ [melissadharbers@gmail.com](mailto:melissadharbers@gmail.com) ~ [www.linkedin.com/in/melissadpugh](http://www.linkedin.com/in/melissadpugh) ~ [www.melissaharbers.com](http://www.melissaharbers.com)

---

## **GROWTH MARKETING DIRECTOR / DIGITAL MEDIA DIRECTOR** **HEAD OF MARKETING / DEMAND GENERATION DIRECTOR**

- Marketing Research & Price Analysis
- Organic & Paid Social Media
- SEO & SEM Digital Strategy
- Early-Stage Start-Up Marketing
- Marketing Partnerships
- E-Commerce Marketing
- Brand Creation & Development
- Product & Lifecycle Marketing
- Channel Effectiveness Analysis

*Self-directed, resourceful* marketing and organizational leader with 14+ years of highly skilled digital marketing experience including Brand Development, Rebranding, Concept Development, Social Media, Email and Video Marketing. Proven results and comfortable executing marketing strategies as individual or team leader. Effective collaboration and cross-functional coordination across internal and external contributors. Detail-oriented and organized, adapting easily to change and able to manage multiple projects/campaigns simultaneously with a positive attitude and under tight deadlines.

---

### **CAREER HIGHLIGHTS & ACHIEVEMENTS**

- **Performs** market research to provide competitive analysis. Conducts audits of digital marketing strategies to determine which are most effective and which are in need of reworking.
  - **Developed** 5-year growth plan to help company meet its \$1.2B goal. Promoted vision alignment by optimizing objectives and strategies and developing extra brands under the parent company's umbrella.
  - **Honored** 2 years as "Top 10 Under 40" in *Roswell* Magazine. Developed brand and consistent 30% year over year revenue bootstrapping successful novel small business. SEM and SEO 1<sup>st</sup> page Bing and Google search results.
  - **Rocketed** social media following 2000%, generated revenue without inventory, and used targeted messaging to garner startup's final round in three accelerator programs.
  - **Saved** \$25K in design costs for enterprise SaaS project completed before deadline. Collaborated with industrial team to create large customer's new website and paint instructional book.
  - **Eliminated** \$250K+ of unnecessary paid digital marketing and reduced vendor costs in first quarter. Website redesign with a bounce rate of less than 3.5% and increase of unique visitors by 75%.
  - **Sharpened** brand's marketing focus and grew revenue 43+% to \$215M over three years. Managed all social media handles, increasing followers 25% and new leads generation results.
  - **Slashed** marketing costs \$100K+ through judicious vetting and consolidation of third-party marketing vendors. Created sales collateral and messaging facilitating \$1M+ in deals.
- 

### **PROFESSIONAL EXPERIENCE**

2017 – Present **Founder/Owner**, *Pinkies Up Beer & Wine, Roswell GA*

- Created and developed brand using CRM tools, e-commerce automation, event planning, email and SEM marketing.
- Managed SEO resulting in the first page Google and Bing placement. Current Google review is 4.9 out of 5 stars.
- Pivoted during state's COVID restrictions, achieving a 58% revenue increase by year two. Offer educational courses, custom shopping software and donate 100% of tips to local charities.
- Oversee marketing, administration, budgeting, customer service, and future growth development. Integrated new software POS and innovative customer service and consumer strategies.
- Partner with small boutique wine and craft beer producers across the globe, who focus on ecological & social sustainability, as first-of -its-kind-in-Georgia retailer.

2022 – 2022 **Director of Growth Marketing**, *Meenta.io, Remote*

- Discovered and eliminated \$200K+ erroneous SEM marketing spend and included in Board's 30% downsizing in first week of employment.

# MELISSA HARBERS

(678) 360-0836 ~ [melissadharbers@gmail.com](mailto:melissadharbers@gmail.com) ~ [www.linkedin.com/in/melissadpugh](http://www.linkedin.com/in/melissadpugh) ~ [www.melissaharbers.com](http://www.melissaharbers.com)

---

---

## PROFESSIONAL EXPERIENCE (continued)

2021 – 2022 **Head of Marketing**, *Ome Inc, Remote*

- Managed 3 interns and their customer data analysis, customer persona characterization, and mobile app subscription feature design projects.
- Oversaw \$100K marketing budget and launched B2B initiatives including product, brand, and marketing development.
- Increased social media following 2000%, generated revenue without inventory while increasing price for rising cost and used targeted messaging to garner the final round in three accelerator programs.

2014 – 2017 **Marketing Director**, *Single Source, Inc./ NCS, Raleigh NC*

- Reduced vendor costs by \$100K by consolidating 3<sup>rd</sup> party vendors and ending ineffective relationships.
- Acquired within 18 months of hire to Executive Team due to strategic repositioning of marketing strategy to enhance growth of business units and meet vision objectives.
- Developed five-year growth plan for the company to meet company goal of \$1.2 billion. Developed quarterly and yearly marketing reports for company and executive boards.
- Aligned vision by developing monologist and pluralistic brands under the parent company umbrella including four brand portfolio objectives, plans, and strategies.
- Created and facilitated \$1M event and marketing budgets focusing on SEO/SEM, brand development, and video marketing. Managed all social media increasing followers 25%, resulting in lead generation.
- Contributed to \$1M+ deals through creation of sales material and messaging and increased revenue growth of 74% over 3 years.
- Included on *Inc. 5000* listing of the 5000 fastest-growing private companies in the U.S. for two years.

2009 – 2014 **Marketing Manager**, *Brookhaven Fitness Studio; Brookhaven GA*

- Assisted in launching new divisions Quantum Fitness and {Off} Beat with social media strategy and event coordination. Conducted social audit, brand reflection cycle, and managed all social media.
- Branded parent company and three subsidiaries to include brand identity and guidance on visual collateral. Website redesign with < 3.5% bounce rate and 75% unique visitors increase.

2011 – 2013 **Account and Project Manager**, *Aumcore; Buckhead GA*

- Performed market research delivering competitive analysis, validated competitive edge, and product value for accounts. Increased revenue by developing business with existing accounts.

---

## EDUCATION

**Journalism & Mass Communication**, University of Alaska Anchorage, Anchorage AK  
**Biochemical Engineering**, Pierce College, Puyallup WA

## CERTIFICATIONS

Google Analytics Platform Basics and Digital Analytics Fundamentals, Salesforce Trailblazer, Hubspot InBound Marketing Certification, KLC School of Design via Corsea Power of Color

## TECHNICAL

GA4, Google Ads, Google Tag Manager, AdRoll, HubSpot, Klayvio, MailChimp, Word Stream, Screaming Frog, Monday, Asana, Shopify, WooCommerce, WordPress, Wix, EWCID, SEMrush, SpyFu, Clarity, Buffer, Hootsuite, LinkedIn Ad Manager, Meta Business, MS Office Suite

## MILITARY

U.S. Air Force

## COMMUNITY

Founding Board Member - Friends of Roswell Police, Big Brother Big Sister, Haiti Earthquake Relief Mission, Brookhaven Chamber of Commerce Brand Strategist, Pink Boots Society-Atlanta Chapter Leader, business owner contributor to various charities

## REFERENCES

Available upon request