

MELISSA LACHMAN

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DIGITAL MARKETING & CONTENT STRATEGY LEADER

Marketing leader with 15+ years of experience turning complex ideas into compelling stories that drive measurable growth. Deep expertise in full-funnel acquisition, SEO, content strategy, and cross-channel campaigns across SaaS, EdTech, and mission-driven organizations. Equally at home building marketing systems from scratch and optimizing mature programs. Currently open to Director-level roles where strategy, creativity, and impact intersect.

CORE COMPETENCIES

Digital Strategy • Content Marketing • Full-Funnel Growth • SEO & Web Optimization • Integrated Campaigns • Demand Generation • Brand Marketing • Social Strategy • Email + Lifecycle Marketing • Analytics & Reporting • Project Management • Team Leadership • Agency Management

PROFESSIONAL EXPERIENCE

Remote, *Mar 2023 – Mar 2026*

Director of Marketing & Digital Strategy, Achievement First

Lead digital-first marketing strategy for a 41-school network across CT, NY, and RI, supporting enrollment conversion, brand visibility, and organizational storytelling.

- Increased applicant conversion by 15% through multi-channel funnel optimization and targeted messaging improvements across paid, email, and organic channels.
- Led SEO and website overhaul resulting in measurable gains in search visibility and engagement across priority enrollment pages.
- Owned full-funnel digital strategy across paid, organic, email, and social to strengthen acquisition and brand reach.
- Elevated brand storytelling through mission-centric social content and a redesigned editorial planning process.
- Managed internal designers and external agency partners to improve brand quality, campaign velocity, and performance outcomes.

Remote, *Jun 2021 – Jan 2023*

Director of Marketing Communications, ERB

- Promoted into Director role to lead integrated marketing strategy across email, web, social, and paid channels supporting product adoption and member engagement.
- Directed content strategy and brand messaging for digital campaigns and product launches across multiple business lines.
- Supported demand generation through content development and cross-functional campaign planning.

Marketing Content Manager, ERB

- Grew newsletter open rates by 10% and website traffic by 20% YoY through improved content strategy and audience segmentation.
- Created product collateral, sales enablement assets, and thought leadership content that supported pipeline and member engagement.

Remote, *Jan 2020 – Jan 2021*

Director of Marketing, IO Connect Services

Oversaw digital marketing, SEO/SEM, and campaign operations for a global IT consultancy.

- Grew website traffic by 20% and social engagement by 10% through a revamped content and channel strategy.
- Designed and implemented a new MQL qualification process that improved lead-to-conversion rate by 15%.
- Managed paid search, landing page optimization, and targeted content to improve lead quality and pipeline contribution.

New York, NY, Jan 2019 – Jan 2020

Marketing Communications Manager, IRIS.TV

Drove brand and content strategy for a video data and personalization SaaS platform.

- Planned and executed 20+ branding, PR, and content initiatives across major industry events including Cannes, NAB Show, and CES.
- Increased blog production by 50% and drove 20% growth in website traffic through an expanded content program.
- Strengthened industry positioning through executive thought leadership, partner storytelling, and consistent brand messaging.

New York, NY, Jan 2018 – Jan 2019

Marketing & Sales Manager, MVI Systems

- Co-developed GTM strategy for a multi-property smart video platform launch, achieving 100% tenant onboarding at go-live.
- Led a 4-person sales and marketing team, managing day-to-day operations and cross-functional campaign execution.

New York, NY, Aug 2016 – Jan 2018

Social Media & Community Manager, Computer Generated Solutions

- Drove 40% growth in community engagement and a 50% increase in social following through a revamped content and channel strategy.
- Boosted internal engagement by 25% by designing and launching new employee communications programs.
- Managed brand marketing, social calendar, and performance analytics for a global enterprise technology company.

New York, NY, May 2015 – Aug 2016

Communications Specialist, PubMatic

- Devised social media strategy and digital presence updates. Aided Product and Product Marketing teams on communication strategy. Amplified content production through blogging, social media, bylines, and event collateral. Secured speakers and supported marketing for major events. Evaluated initiatives with leadership and stakeholders based on KPIs.
- Expanded social media platforms by tens of thousands of followers: LinkedIn +6,000, Facebook +500, and Twitter +16,000.

New York, NY, Jan 2013 – May 2015

Corporate Communications Specialist (May 2013-May 2015), Yodle

Marketing Writer, (January 2013-May 2013), Yodle

- Established content strategy for social media and company blog, ensuring completion of projects through editorial calendar. Wrote and edited copy for blog posts, email, direct mail, digital advertising, press releases, and internal communications. Coordinated with outside vendors to create video testimonials for customer reference programs.

EDUCATION

Boston University — Bachelor of Science in Communications

TECHNICAL SKILLS

Marketing Platforms: HubSpot, Salesforce, Marketo, Pardot, Mailchimp

CMS: WordPress, Drupal

Analytics: Google Analytics, Tag Manager, Data Studio

Creative Tools: Adobe Creative Suite

Social Management: Hootsuite, Sprout, Meta Business Suite