

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 content strategy, SEO, full-funnel acquisition, and cross-channel campaigns across SaaS, AdTech, EdTech, and mission-driven organizations. Known for building editorial programs from the ground up and scaling mature content operations, equally at home setting strategy and rolling up sleeves to execute.

CORE COMPETENCIES

Content Strategy • SEO & Web Optimization • Digital Marketing • Full-Funnel Growth
Brand Storytelling • Integrated Campaigns • Social Strategy • Analytics & Reporting
Team Leadership • Editorial Planning • Demand Generation • Email & Lifecycle Marketing

PROFESSIONAL EXPERIENCE

Director of Marketing & Digital Strategy | **Achievement First** | Remote | *Mar 2023 – Mar 2026*

Led 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 across paid, email, and organic channels.
- Led SEO and website overhaul resulting in measurable gains in search visibility and engagement across priority enrollment pages.
- Elevated brand storytelling through mission-centric social content and a redesigned editorial planning process, strengthening community connection and organizational voice.
- Managed internal designers and external agency partners to improve brand quality, campaign velocity, and performance outcomes.

Director of Marketing Communications | **ERB** | Remote | *Jan 2021 – Jan 2023*

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

Director of Marketing | **IO Connect Services** | Remote | *Jan 2020 – Jan 2021*

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.

Marketing Communications Manager | **IRIS.TV** | New York, NY | *Jan 2019 – Jan 2020*

- 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.
- Grew website traffic 20% through an expanded content program; increased blog production by 50%.

- Strengthened industry positioning through executive thought leadership, partner storytelling, and consistent brand messaging.

Marketing & Sales Manager | **MVI Systems** | New York, NY | *Jan 2018 – Jan 2019*

- 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.

Social Media & Community Manager | **Computer Generated Solutions** | New York, NY | *Aug 2016 – Jan 2018*

- Drove 40% growth in community engagement and 50% increase in social following through a revamped content and channel strategy.
- Boosted internal engagement by 25% by designing and launching employee communications programs.

Communications Specialist | **PubMatic** | New York, NY | *May 2015 – Aug 2016*

- Developed social media strategy and content program, expanding LinkedIn by 6,000 followers and Twitter by 16,000.
- Supported product and marketing teams on communications strategy; produced blog posts, event collateral, and executive bylines.

Corporate Communications Specialist / Marketing Writer | **Yodle** | New York, NY | *Jan 2013 – May 2015*

- Established content strategy for social media and company blog, managing editorial calendar and producing copy across email, digital advertising, and press releases.

EDUCATION

Boston University Bachelor of Science in Communications

TECHNICAL SKILLS

SEO & Search: Ahrefs, SEMrush, Screaming Frog, Google Search Console, Moz

Content & CMS: WordPress, Contentful, Drupal, Clearscope, Surfer SEO

Analytics & Reporting: Google Analytics 4, Looker Studio, Google Tag Manager, Google Sheets (Advanced)

Marketing Platforms: HubSpot, Salesforce, Marketo, Salesforce Marketing Cloud

Social & Creative: Adobe Creative Suite, Meta Business Suite, Sprout Social, Hootsuite

AI & Emerging Tools: ChatGPT, Claude, Jasper