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**Summary**

Strategic and creative professional with 15+ years experience in marketing, customer advocacy and social media. I help companies build value by focusing on the customer.

**Specialties**

Marketing, communications, social media, branding, strategy, community management, engagement, content creation and copywriting, blogger relations, SEO, web design, email campaigns, word-of-mouth programs, social search, PR and AR, research and analytics. Pinterest, Facebook, Twitter, LinkedIn, Google+, YouTube, Google Analytics, Social CRM Sysomos, Quora and Instagram.

**Experience**

**Independent Consultant, Digital and Social Media,** San Francisco, CA 2012 to current

Through my consulting business, help entrepreneurs and business owners increase their brand awareness and revenue goals using an integrated social marketing strategy. Provide various services from strategic planning, content management and monitoring to hands-on writing, community management, influencer relationship building and results reporting.

**Resource Media,** San Francisco, CA

Associate Director, Digital and Social Media 2009 to 2011

For PR and communications agency, expanded offerings with new social and digital media services. Helped clients achieve their objectives by providing strategy and hands-on execution. Created communities and campaigns that engaged supporters to take action and influence policy change.

*Internally:*

* Rebranded company with new logo mark and identity package.
* Built an intranet to improve communication and knowledge sharing for teams dispersed across seven states.
* Wrote organization’s first social media policy.
* Taught six program teams about social and digital media.
* Kept up with and shared latest technology trends.
* Hired and mentored social media manager and website designer/developer.

*For clients:*

Led strategy for these communities:

* [Idaho Conservation League](http://www.facebook.com/IdahoConservationLeague?ref=ts)
* [Can’t Spill Clean Energy](http://www.facebook.com/cantspillcleanenergy)
* [@ThatsSoEco](https://twitter.com/#!/thatssoeco)
* Wrote proposals and pitched new business.
* Advised how to strategically approach social media and achieve measurable objectives based on business goals.
* Crafted content strategies, editorial calendars, keyword optimized messaging, daily postings.
* Defined audience personas segmented by target audiences.
* Prioritized the best social platforms to engage in.
* Benchmarked, monitored and analyzed progress.
* Produced a year of live monthly social media webinars for clients. Wrote presentations, including [this one](http://www.slideshare.net/melindavenable/game-changer-5-steps-to-maximize-your-social-media-impact) with almost 1,000 views on SlideShare.

[**Client Highlight:**](http://beth.typepad.com/beths_blog/trust-agent/) Strategy—For the National Oceanic and Atmospheric Administration (NOAA), created a Twitter account with goal of raising awareness about a new report, Global Climate Impacts in the Unites States. A few weeks after the release, the goal was broadened to be a trust agent for climate change information highlighting near-term threats from human-caused warming.

Hands-On—Developed their first social media strategy and editorial guidelines. Posted live coverage on Twitter and Facebook from the White House press briefing, Senate meeting and Capitol Hill reception.

First three days of the event, posted 400+ tweets, gained 1,000 followers and press with a reach of over 2.7 million people on [@ClimateChangeUS](https://twitter.com/ClimateChangeUS), Two years later, the community has grown to 6,000+ followers and earned its credibility — currently listed 320 times. The [Facebook community](http://www.facebook.com/ClimateChangeNews) went from zero members to 4,000+ “likes.”

**Mindjet,** San Francisco, CA

Senior Manager, Global PR, Community and Social Media Marketing 2007 to 2009

For consumer/SMB/corporate enterprise SAAS software startup, reporting to the CMO, led customer advocacy and company’s first social media marketing programs. Created and executed the strategy to support the company’s goal of creating customer-focused products, building awareness and converting trial downloads into sales. Collaborated with engineering, sales, customer service, product marketing and international regions. Supervised a direct-report staffer and $5K budget.

Also managed corporate PR for including global [product launches](http://www.mindjet.com/press/releases/375) in four languages, [acquisitions](http://www.mindjet.com/press/releases/668), [announcements](http://www.mindjet.com/press/releases/705), analyst relations, speaking events and [awards](http://www.mindjet.com/about/media-center/awards). Managed [corporate blog](http://blog.mindjet.com/2007/03/hello-my-name-is) and 300K global subscriber e-newsletter. Managed team of three employees, U.S. and international agencies and $250K budget.

By pro-actively injecting the voice of the customer, it changed the company’s products and services, improved the brand image and created a customer-driven culture.

2x

Created company’s first customer advocacy program from scratch in 2007 when Mindjet had 750K customers. Two years into the program, Mindjet doubled the number of customers to 1.5M.

Converted 1,000 of the most influential customers from all over the world into an army of passionate and loyal [evangelists](http://www.mindjet.com/about/press/releases/release.aspx?newsID=363), 85% bloggers. Involved evangelists in focus groups, usability and beta testing to improve product development and prioritize engineering roadmaps. Product subsequently won three industry awards including, “[Product of the Year](http://pkab.wordpress.com/2008/02/25/mindmanager-7-pemenang-kolaborasi-2/)” in Intranet’s Journal’s document management/collaboration category.

Pioneered Mindjet’s social media foray into social networks: [Facebook](http://www.facebook.com/mindjet?ref=mf), [Twitter](http://twitter.com/Mindjet) and [LinkedIn](http://www.linkedin.com/company/10643?trk=tyah). Supported community groups [Yahoo Group](http://217.154.121.3/M-Urge/support/yahooUsersGroup.asp) and [Ning](http://mindmappers.ning.com/) with content designed to help consultants and small business productivity. Wrote posts that engaged with communities.

Involved evangelists prior to announcements for help to spread the word through their blogs and networks. Key influencers were recruited as spokespersons for press interviews. Results for one product announcement were: 500 global top tier media hits, 5K+ blog articles, 11 product reviews and sold over 4K licenses.

Recruited customers to participate in press interviews [Wall Street Journal](http://online.wsj.com/article/SB119717614248818493.html?mod=googlenews_wsj), [New York Times](http://www.nytimes.com/2007/06/10/books/review/Donadio-t.html?_r=1&ex=1186718400&en=19c534819a293293&ei=5070&oref=slogin), [customer interviews](http://www.mindjet.com/what-is-mindjet/customer-stories/interviews/overview), [case studies](http://www.mindjet.com/mindmanager-case-studies), [customer quotes for web home page](http://www.mindjet.com/?lang=en), [testimonial videos](http://www.mindjet.com/what-is-mindjet/customer-stories/overview?articleID=139), [webinars](http://info.mindjet.com/ArchivedOn-DemandCustomerWebinars.html) and customer events and references for sales team. Spread this content to other social sharing sites to attract new prospects.

Managed industry award submissions and rallied customer participation resulting in [nine awards](http://www.mindjet.com/press/awards) in two years.

**VeriSign, Adobe, and Mentor Graphics Corporation, Silicon Valley, CA**

Independent Marketing Consultant 2004 to 2007

Designed global programs tailored to C-level executives and professionals in consumer, IT, auto/aero and semiconductor industries. Directed marketing strategies including vertical segmentation, association and partner marketing. Drove programs to create awareness, generate leads and penetrate new markets. Worked with Mentor CEO and Division GM on industry keynote. Tracked list effectiveness, multivariate testing, ROI.

**Mentor Graphics, Wilsonville, OR**

Director, Corporate Advertising 1999 to 2000

Promoted to director, global corporate branding and advertising. Partnered with executives, division GM’s, marketing, regions and sales. Interviewed and lobbied multi-disciplined teams across the company. Championed branding platform to overcome industry confusion around Mentor’s diverse portfolio and acquired brands. Presented strategic plan to CEO and top executives and gained support for new global branded campaign. Increased clarity of Mentor’s image and after six months stock price increased 86%. Led global advisory team and conducted ad agency search, evaluation, negotiation and hiring.

Senior Manager, Marketing and PR, Mentor CAD Division, San Jose, CA 1996 to 1999

Managed division’s integrated marketing programs with global staff of six. Introduced vertical segmentation campaigns to generate leads, create awareness in new markets and maintain customer loyalty. Negotiated with HP to fund direct marketing campaign resulting in 20% increase in PC tool sales over two quarters exceeding objective. Direct mail creative won industry award. Developed strategy by analyzing competition, market conditions, trends, evolving customer needs, awareness, product roadmap, target audience and developed communication objectives, positioning, messaging, tactics, timelines and budget. Tracked and reported results.

Worked with executives on strategic plan and global PR for three company acquisitions. Developed launch strategy, positioning, messaging for announcements to penetrate untapped markets. Managed analyst relations and quarterly meetings. Executed press tours, customer events, tradeshows, whitepapers and case studies.

**Motorola, Austin, TX**

Customer Marketing Programs Manager, Semiconductor Products Sector 1995 to 1996

Promoted to produce “Powered by Motorola” B2C brand initiative designed to create consumer awareness, increase brand value and strengthen customer relationships. Presented to executives of Fortune 500 for co-op promotion. Worked with Ford, Bose, Cisco and Apple to feature Motorola in their products. Directed consumer campaign using print, television and radio advertising, PR and customer events. Managed creative agencies.

Product Marketing Manager, PowerPC RISC Division (at Motorola) 1994 to 1995

Created consumer brand recognition of Motorola’s new technology going head to head with ubiquitous “Intel Inside” campaign. Developed break-through pull strategy with creative campaign that educated consumers and drove demand. Managed partner promotions with technology leaders, Apple and IBM, including producing first $1M outdoor pavilion at Comdex. Created branding standards adopted worldwide. Directed ad agency search.

**AMD, Austin, TX**

Senior Product Market Analyst, Embedded Processor Division 1991 to 1994

Wrote, designed and published demand generation campaigns, collateral and presentations targeted at design engineers. Worked with partners on newsletter, promotions and annual user conference. Managed tradeshows.

**Education**

B.A. Journalism, University of Texas at Austin