





# MELISSA MEGGINSON AXTELL

FULL STACK MARKETER - MBA

## CONTACT

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## SKILLS

- Affiliate Marketing
- Public Speaking
- Contract negotiations
- Lead generation
- Influencer recruitment
- Data analysis
- Audience segmentation

## EDUCATION

### MASTER OF BUSINESS ADMINISTRATION

Digital Technologies  
University of Oklahoma  
2017 - 2019

### BACHELOR OF ARTS

Advertising  
University of Oklahoma  
2007 - 2012

## PROFILE

Beginning my career as **the** marketing department at a tech startup helped me learn an important thing about myself - I look good wearing a lot of hats. In my eight year career, I've been an email marketer, a social media manager, a writer, a designer, a strategist, an event planner, a community marketer, and - above all - an enthusiastic learner.

## WORK EXPERIENCE

### COMMUNITY & SPONSORSHIPS MANAGER

Tailwind | 2018 - Present

As Tailwind's Community & Sponsorships Manager, I have the responsibility to run all of our word-of-mouth marketing initiatives. Our community marketing function has become a competitive advantage and has helped us secure more than 700,000 customers around the world.

- Under my lead, our affiliate marketing channel has become our top owned channel for acquisition and has recruited more than 10,000 affiliates.
- I've led our successful exploration into influencer, event, and podcast sponsorships. From the sponsorships I've secured, we've worked with some of the top names in marketing including Jenna Kutcher, Jay Baer, Create & Cultivate, and many others.
- Using my experience and expertise in social media and community marketing, I've spoken at hundreds of events across a variety of industries.

### MARKETING GENERALIST

Tailwind | 2012 - 2018

I joined Tailwind as the second employee and the lone marketer for the first four years of the company's existence. In that time, we grew from having just 50 customers to more than 100,000 by the time I moved into a different roll.

- I helped position Tailwind as one of the first thought leaders in Pinterest marketing by creating SEO optimized blog posts paired with a social media distribution strategy.
- I developed full campaigns for enterprise level partners like Adobe, JCPenney and Heineken. These campaigns included design, copy, influencer recruitment, digital strategy, and campaign reporting.
- In 2016, I created a physical content calendar to help guide our customers in creating Pinterest and Instagram content throughout the year. This asset was incredibly well received and went on to win an Oklahoma City Addy Award.