



MARISSA FELLOWS

MARKETING EXPERT
EXPERIENCE DESIGNER
WRITER | THINKER | DOER

leadership summary

An introspective mentor and idea generator, I specialize in the art and science of brand storytelling and creative research. I thrive in situations of ambiguity, distilling information and involving cross-disciplinary stakeholders to make campaigns come to life.

I love to bring people together, whether through shared space or common ground. With a discerning editorial eye for details and nuance, I am seeking a position at a bold brand where I can lead with integrity in alignment with company values, influencing outcomes and collaboratively shaping the future of work through company success, evolution and growth.

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MEET MARISSA

Award-winning MarComm professional, researcher and creative
Focused on data-fueled insights and user centricity
Purpose driven; community committed

work history

GOODFELLOWS CREATIVE

FOUNDER

October 2019 - present

- Business writing for executive thought leadership (client: Clarity Insights, acquired by Accenture)
- Competitive & market research: event venues in Greater Grand Rapids
- Positioning recommendations for multi-purpose use venue
- Brand strategy
- Founder, Dinner Club GR; stakeholder engagement, venue selection, promotion, community building, influencer outreach, design

GEORGE P. JOHNSON

SENIOR STRATEGIST, EXPERIENCE DESIGN

April 2017 - October 2019

- Global alliances event highlights under strategic leadership: YoY 30% increase in leads, 20% increase in cognitive activation engagement, 92% increase in social media impressions.
- Lead strategist for brand activation most frequently reused in circulation across geographies and business units at IBM.
- Hired during period of practice development, creating deeper client trust in strategic process at organization: consistently setting vision for projects with "flawless execution" ratings and personally referred for repeat project strategy oversight.
- Managed direct report; responsible for engagement, retention, growth and goalsetting of employee and deliverables.
- Initiated quarterly competitive report, orchestrating inputs from employees across client and office locations (spanning EMEA, NA); presented to IBM event marketing practice and leadership.
- Developed workshop toolkit for Design Thinking methodology to standardize across practice; primary facilitator for workshops.
- Creative strategy, prototyping 3D and 2D user journeys with iterative feedback to achieve brand objectives.
- Provide compelling rationale for creative projects, reflecting event objectives and market opportunity.
- Liaise with art directors and architects on spatial design.
- Collaborate on UX wireframing, storyboarding, and concept ideation; Digital scripting and copywriting.

EDUCATION

Northwestern University
Master of Science
Integrated Marketing Communications (IMC)
Evanston, IL | 2013

University of Michigan
Bachelor of Arts
Political Science Distinction, High honors
Ann Arbor, MI | 2011

KEY TALENTS

Conceptual thinking
Design thinking
Qualitative research
Copywriting
Trends analysis
Workshop facilitation
Strategic planning
Campaign mapping
Journey progression
Promotion & publicity
Lead generation
Mediation / conflict resolution
Empathetic leadership
Mentorship
Observation / User research
Community & stakeholder organization
In-depth interviews
Insights generation

CERTIFICATIONS

Illinois Institute of Technology
Master's Certificate
Web Development (in progress)

IDEO U

Foundations in Design Thinking
Certificate in progress

Inbound Certified

HubSpot | 2016

QUALITATIVE RESEARCH

Women's Political Leadership

- Led in-depth interviews with female legislators
- Participant analysis segmented by party affiliation, seniority in office and age; findings earned high honors for a top-ranking university in this field

Gerald R. Ford School of Public Policy

- Coding assistance for graduate research on women's political involvement

Northwestern University

- Teaching assistant, consumer insights course

FREELANCE

COMMUNITY ORGANIZER, DIGITAL MARKETER & COPYWRITER

March 2012 - present

- VoteRunLead (nonpartisan nonprofit advancing women in political leadership): Community organizer for Boston as part of the largest, single-day national training of more than 1,000 participants. Led recruitment and community engagement, day-of logistics, and sponsorships. Attendance goals met, including attracting a diverse group of women: women of color and immigrant communities represented by more than a third of the audience.
- Emerging beauty brand: Content strategy, copywriting, positioning and brand development (brand go-to market still forthcoming)
- Sustainability network: YouTube page optimization, SEO research (Google Keyword Planner), Promoted video strategy via AdWords.
- Political consulting: speechwriting, canvassing, polling; app development for canvassing tool, marketing (email, assets, website relaunch, banner ads) for online donation platform and telephony company

PAN COMMUNICATIONS

INTEGRATED MARKETING SR. ACCOUNT SUPERVISOR

January 2017 - April 2017

- Marketing mix recommendations across paid and owned channels; special projects: podcast development and promotion strategy.
- Lead copywriter.
- Provide SEO recommendations.
- Primary liaison between web developing agency and client, managing overarching content strategy.
- Inbound marketing emerging program lead
- Influencer relations, managing guest blog promotions.
- Project management, leveraging Smartsheets tracking.
- Manage teams of 3-5 per client; responsible for metrics tracking, editing / brand alignment, client relations

ACCOUNT SUPERVISOR

January 2016 - January 2017

- Client lead: Fuze, Boxever, TriCore Solutions, Maestro Health; Special digital projects: Monadnock Paper Mills, SAP Hybris, GigaTrust, Alegeus.
- Led positioning projects, including competitive and SWOT analysis for B2B tech companies (pre-acquisition and pre-funding rounds)
- Oversee day-to-day account: time management for profitability, client counsel, quarterly planning, team development, metrics tracking, recommendations to grow client SOV + market visibility.
- Developed HubSpot framework and inbound marketing strategy for multiple accounts; nurture existing customer base and strategies to secure net new leads using PCC and native advertising; integrated program resulting in 59% increase in SOV YoY, nearly 350% increase in email CTR, 170% increase in web traffic and an avg of 50 leads per campaign: client acquired by Rackspace.
- Executed research for B2B tech clients; developed questionnaire, led field research, gathered insights and wrote formal report with findings.
- Responsible for creative and technical writing, content strategy and brand storytelling across media: podcasts, owned media - blog and website, organic and paid social, event support, eBooks, whitepapers; Blog program for Fuze resulted in a 330% increase in visitors in first 3 months and 3X time on page.

QUANTITATIVE RESEARCH

- Graduate projects conducting customer segmentation analysis for The Popcorn Factory, including RFM modeling
- Recommended customer outreach and marketing plan based on findings

CLIENT-SPONSORED PROJECTS

Bundaberg Ginger Beer

- Consultation for go-to market strategy in US market (Australian beverage company); Market research using MRI and Nielsen consumer data to target influential audiences as early adopters.
- Created media plan, including annual budgetary breakdown for media buying, event sponsorship and promotional activity, as well as creative briefing to integrate ideas across paid, owned and earned media opportunities for optimal brand engagement + ROI.

Big Ten Network

- Consultation for go-to market strategy: communications, media and activation planning.
- Conducted primary/secondary research to build insight on key stakeholders for new collegiate partnerships; strategy and tactics presented to executive panel

Lyfe Kitchen

- Segmentation analysis and research on Millennial engagement.
- Marketing plan development, including strategy and tactics for UGC, community involvement and in-store promotions.

TECHNICAL SKILLS

Adobe Creative Suite
Netbase Insight Composer
Social Listening: Hootsuite, Meltwater,
Sprout Social, BuzzSumo
Proficiency in SPSS
Basic HTML 5, CSS
Website UX
Project management: Asana,
Basecamp, Smartsheet
Insights: Mintel, comScore, MRI Nielsen
Survey development: Qualtrics, SurveyMonkey,
Google Surveys, third party vendors
Trendkite, Google Analytics
Moz, Google Keyword Planner
Marketo, Hubspot form creation
Salesforce website integration
Native Advertising / Content Distribution
Platforms: Outbrain, ShareThrough
PR Distribution Platforms: Cision,
BusinessWire, Marketwired

- Writing has appeared in Huffington Post, VentureBeat, Information Week, Information Management, and others.
- Led influencer and analyst relations strategy for third party credibility.
- Project management for creative projects and digital content.
- Client lead for Fuze during major funding announcement and rebrand, resulting in 44 pieces of unique coverage in a two-week period - including a dual exclusive strategy with both The Boston Globe and Forbes, more than 38 million views, and a broad range of executive thought leadership.
- Primary counsel, staffing US media tour for client emerging into US market; led introductions to The Wall Street Journal, Inc., CNBC, Forbes contributor and The Economist contributor.
- Led client internal and external communications strategy for investments, acquisition(s), and major product news.

TECH IMAGE

SENIOR DIGITAL STRATEGIST

January 2015 - December 2015

- B2C clients: Bosch Heating and Cooling, Bosch Power tools. • B2B clients: Cleversafe, Iptor Supply Chain Systems.
- Qualitative research and rebrand strategy for high-growth brand, pre-acquisition: competitive research, SWOT analysis; message testing via questionnaire development, customer executive interviews (including senior leadership from Fortune 500 companies like Lockheed Martin) online surveys, and insight distillation; final report informed new brand guidelines and messaging upon executive approval (CMO, CEO, Board)
- Promotion after one year with company; continued account management responsibilities with additional roles for new business growth and digital program development.
- Responsible for standardizing digital best practices: social media programs, video marketing programs and digital content management; demonstrated excellence in integrating paid, owned and earned media.
- Strategic lead and copywriter for social media program (Cleversafe, before acquisition by IBM) using paid and owned digital media strategies.
- Event campaign resulted in doubled lifetime views on YouTube channel: 1100% increase in video views in a two-month period, 99,270 impressions; 88 percent engagement on Twitter, 74,000 impressions, 122 mentions and 155 retweets; 17,000 impressions on Facebook; 16 percent increase in LinkedIn followers in peak week of event.

ACCOUNT MANAGER

January 2014 - January 2015

- Strategic planning and media relations outreach, including scopes of work, contract negotiation, international agency management, story development, budget recommendations and monthly reporting, tracking against core deliverables and KPIs for clients: B2B: Infogix, Vision Solutions, Cleo, Gravitant, SpotMe, Heidrick & Struggles, Chicago Innovation Awards; B2C: CouponCabin.
- Oversaw thought leadership digital content strategy: writing, editing and concept with emphasis on SEO research.
- Strategist for new business pitches, personally securing opportunity through network (\$120k/yr. global account).
- Successfully executed global product launch strategy for B2B software, engaging product marketing, sales, PR and media stakeholders: analyst briefings, product demos and award submissions.
- Managed award-winning YouTube optimization program: Best Use of YouTube, PRDaily's Social Media Awards, resulting in more than 225,000 impressions, nearly 35,000 views and over 23 million in reach across publications like Fortune Magazine and Forbes.

COMMUNITY ENGAGEMENT

Certified Trainer, **VoteRunLead**

Committee Member

United Way Massachusetts Bay

PlaySpace Volunteer

Horizons for Homeless Children

Marketing Chair, Holiday Fundraiser

Chicago AMA

Branding Session Leader

1871 Tech Innovation Hub

Associate Editor

Journal of Integrated Marketing

Communications at Medill

Email Marketing Coordinator

Medill Justice Project

Marketing Co-Chair, NextGen

Young Professional Board

Heart of West Michigan United Way

Young Professional Ambassador, Board of

Directors, **Goodwill of Greater Grand Rapids**

Middle School Teacher

Teach for America Summer Institute

Legal Clinic Assistant

Women's Center of Southeastern Michigan

Tutoring Program Lead, **K-Grams**

INTERESTS

Continued Learning

Food Culture & Culinary Arts

Civic & Political Engagement

Economic Development

Women in Politics

Calligraphy

Yoga

Running

Classic Literature

Podcasts

Modern Art & Architecture

Furniture & Interior Design

Behavioral Psychology

Creative Writing

Hiking

Design & Systems Thinking

Nonprofit Fundraising & CSR

ART INSTITUTE OF CHICAGO

CONSULTANT GRADUATE RESIDENT

June 2013 - October 2013

- Created extensive qualitative research plan (in-depth interviews and onsite observations); Collecting and analyzing primary insights with goal to increase visits of target audience.
- Interpreted census data, secondary research to understand audience beliefs and behaviors and quantify support for findings.
- Developed communications strategy and tactical recommendations for client, presenting findings to senior management and board for use in future media advertising campaigns and community outreach.

MARKETING RESOURCE GROUP

BRAND PRESENCE MANAGER

February 2012 - May 2013

- Orchestrated Ice Mountain brand sponsorship (Nestlé Waters North America) of nation's largest 25k race, Fifth Third River Bank Run, reaching over 22,000 participants as well as larger community.
- Implemented first-ever corporate coordination with West Coast-based social media agency, aligning onsite execution to national lifestyle and wellness messaging, raising visibility of event via internal comms.
- As regional agency partner, advised for future activation strategy to senior executives and regional CSR outreach (wellness).
- Facilitated on-site activation details: product delivery logistics, promotional materials, partner support/recognition, invoicing.
- Copywriter (news release and e-newsletter content).
- Press contact, sourcing and handling local media inquiries.

INTERN

May 2010 - February 2011

- Crisis communication consultation and onsite support: Enbridge oil spill media and community engagement in Marshall, MI; coordinate news conference with EPA, create FAQs; Onsite training and staffing.
- Execute political communication during midterm election cycle; proofing and copy development, ad placement and distribution.
- Develop and maintain media lists; conduct news scans and alerts.
- Communications planning on key legislative initiatives (ex. DRIC).
- Event coordination for gubernatorial inauguration ball.