

# Melissa Curiale Galloway

347-423-8383 • [melissa.curiale.galloway@gmail.com](mailto:melissa.curiale.galloway@gmail.com)  
[www.melissacurialealloway.com](http://www.melissacurialealloway.com)

---

## EDUCATION

---

9/06-5/08	<b>ZICKLIN SCHOOL OF BUSINESS, BARUCH COLLEGE</b> <b>MBA, Honors Program, May 2008</b> Marketing Concentration, 3.9 GPA Honors Council - President Marketing Club - Vice President Microsoft Digital Marketing Challenge—2nd Place	New York, NY
8/98-5/00	<b>ATLANTIC THEATER COMPANY</b> Two-year Professional Acting Practicum	New York, NY
9/93-5/97	<b>STATE UNIVERSITY OF NEW YORK AT GENESEO</b> <b>BA, May 1997</b> Major in English with Minors in Art and Communications, 3.8 GPA Summa cum laude	Geneseo, NY

---

## EXPERIENCE

---

7/13-4/16	<b>TEACH FOR AMERICA</b> <b>Senior Managing Director, Marketing</b> <ul style="list-style-type: none"><li>• Develop insights-based brand, message, and content strategy targeting prospective applicants to increase the size, quality and diversity of Teach For America's teacher corps</li><li>• Create plan and manage execution of fully integrated, multi-channel marketing campaigns targeting college and young professional markets to achieve recruitment goals and increase brand awareness</li><li>• Co-lead prospect acquisition and nurture campaign resulting in 185% lead growth and 27% applicant growth from Marketing sources in 2015-2016 over previous year; 600% growth over 2013-2014</li><li>• Build marketing team vision, establish priorities, and develop strategic plans; coach and develop team members to ensure professional and personal development and satisfaction</li><li>• Partner with Communications, Recruitment, and Admissions team leads to ensure teams are aligned on brand strategy and messaging and are executing effectively</li><li>• Serve as a member of the Marketing leadership team and inform national marketing strategy, internal operations, and team culture</li></ul>	New York, NY
6/12-7/13	<b>Managing Director, Marketing</b> <ul style="list-style-type: none"><li>• Created strategy and led execution of insights-driven marketing campaigns and tactical plans targeting college students and young professionals</li><li>• Designed, developed, and delivered marketing-specific learning and development curriculum to 200+ recruitment team members to build knowledge about Teach For America's brand and empower effective execution of campus-based marketing campaigns</li><li>• Built innovative collaboration and communication structures to optimize partnership between marketing and recruitment teams</li></ul>	
1/09-5/12	<b>Director, Marketing</b> <ul style="list-style-type: none"><li>• Generated insights-based copy, briefed creative and digital teams, managed feedback loops, proofread, and managed numerous print, online, social media, and video projects from conception through completion</li><li>• Created and optimized content and strategy for email marketing programs and Teach For America's website</li><li>• Assessed and enhanced marketing training tools, resource platforms, and operational processes used by recruitment team</li></ul>	

- 6/08-12/08      **FREELANCE**      **New York, NY**  
**Search Marketing Consultant, various clients**  
  - Developed search marketing campaign strategy to promote brand awareness and generate traffic to client websites
  - Developed keywords and ad text and informed landing page content and design; optimized and expanded campaigns to increase conversions and revenue
- 6/07-9/07      **ODDCAST, INC**      **New York, NY**  
**Digital Marketing Manager (Summer Associate)**  
  - Piloted first vertical marketing campaign for SitePal avatar technology into the education market
  - Conducted educator research to identify market opportunities and determine product positioning
  - Created messaging for website, campaigns, case studies and newsletters; analyzed ROI and made strategic recommendations to executives
- 10/02-8/06      **KAPLAN TEST PREP AND ADMISSIONS**      **New York, NY**  
**Associate Director of National Pre-College Sales**  
  - Hired, trained, and managed 30+ corporate sales associates responsible for hitting targets of approximately \$16 million per year
  - Gathered consumer insights and collaborated with brand managers to identify new target segments, develop new products, and inform national marketing campaigns
  - Crafted sales messaging and coached sales team to communicate unique selling points of Kaplan products, field tough questions, and develop excellent customer service
  - Analyzed call volume, lead management, and conversion data for all pre-college products to optimize team performance
  - Created incentive plans for sales team; maintained one of the lowest company turnover rates
  - Presented sales training seminars to staff across the country to improve local conversion rates
  - Increased national pre-college revenue 30%+ over four years
- 7/01-10/02      **Pre-College Sales Associate**  
  - Advised parents and students regarding standardized testing and college application process
  - Recommended appropriate test preparation products for students based on their unique backgrounds; consistently exceeded sales targets
  - Provided customer service to support clients and field staff
- 5/00-6/01      **PHASE2MEDIA**      **New York, NY**  
**Business Analyst**  
  - Analyzed performance of various digital advertising products and packaged recommendations for senior leaders
- 8/97-8/98      **SIMON & SCHUSTER**      **New York, NY**  
**Marketing Assistant**  
  - Executed integrated marketing campaign tactics to promote young adult and children's book series such as contests, giveaways, and book signings

---

**PERSONAL**

---

- Jazz singer with professional experience performing in lounges, clubs, and for special events
- Trained actor with experience and comfort delivering presentations
- Foodie and avid cook