



MELISSA HARRISON

Speaker • Business Owner • Marketing Consultant

Melissa Harrison is CEO and founder of Allee Creative, a marketing and branding agency in the Twin Cities. With more than 13 years of experience in content management, marketing strategy, branding and design, Melissa has proven success working with organizations to build strategic marketing and communication strategies. Listed as one of the “Top 36 Content Marketers Who Rock” by the Content Marketing Institute and a “Mover and Shaker” by the StarTribune, Melissa believes that organizations must adapt to what their audiences want—authentic, relevant communication—in order to survive.

Melissa is a four-time recipient of the Hermes Creative Award and a national speaker on the topics of branding, marketing, content strategy and social media. Melissa is also certified by Google Analytics Academy in Digital Analytics Fundamentals.

In 2014, Melissa was named one of 100 women to watch in the U.S. as part of The Inspirational Woman Project and is featured in a book by the same title. She currently sits on the Board of Directors for Neighborhood Connections in St. Michael, MN.

PAST EVENTS INCLUDE:

IABC World Conference
Coverings Conference
Minnesota Council for Nonprofit's Essentials Conference
Metropolitan Consortium of Community Developers Training
I-94 West Chamber Connect Meeting
World of Modular: Modular Building Institute's Annual Convention & Trade Show
EXHIBITOR Conference
TM Forum Digital Disruption
Content Marketing World
AICPA Conference & AAM Summit
Roger Fazendin REALTORS Tech Tuesday
MWMC Women Launching Women
Greening Your Business Conference

CLIENTS OF RECORD:

2nd Surface • 4aGoodCause • Artisan Salon & Spa • Artistic Reflections • BCPA • Bella Custom Cabinetry • BASEC • Brauer Consulting Group • Bryghtpath • Capella University • Curing Kids Cancer • Dunwoody College of Technology • Game Changer Communications • Germanic-American Institute • HEARTS for Families • Illinois Nurses Association • Imagine! EXPRESS • inFIT • LDK First Impressions • Live SunSmart Foundation • Minnesota Lodging Association • Metropolitan Consortium of Community Developers • Minneapolis Regional Chamber of Commerce • Minnesota Women in Marketing and Communications • Mixed Blood Theatre • Next Generation Association • Nick Granoski • Normandale Community College Foundation • Offsite Office Solutions • Roger Fazendin Realtors • Saint John's School of Theology • SBS Associates • Secure360 Conference • SheTaxi • St. Paul Community Literacy Consortium • St. Paul JCC • TCJewFolk.com • Twin Cities Media Alliance • Upper Midwest Security Alliance • Volunteers of America • Woodbridge Custom Remodeling • YMCA • XYZ University

>> See page 2 for workshop descriptions and contact info.

"I attended Melissa's session at Content Marketing World and I learned a TON! The timing was great because I am struggling with creating a streamlined procedure to measure and track our social media metrics. Great presentation, and thanks again!"

—Erin Clark, Cohen & Company

"Melissa is a true professional... I know she knows what she is doing and she is charming and personable. Not everyone has both skills. She does."

—Using Facebook for Business
Workshop Participant

"I must say that you impress me. Your breadth of knowledge on subjects as well as fresh writing style...well they rock! Thanks for your contributions to the conference and UMSA."

—Michael Kelly, Upper Midwest
Security Alliance

"Thanks for participating in the GYBC. I learned a lot and I now understand more how to incorporate social media into event promotions and day-of activities. Thanks for helping move the Chamber into this new media."

—Travis Bunch, Minneapolis Area
Chamber of Commerce

AUDIENCES

Melissa's presentations and trainings are great for:

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|----------------------------------|---------------------------------|
| Nonprofit Organizations | Board or Management Retreats |
| Government Entities & Committees | Industry Conferences |
| Small Business Owners | Private Training Events |
| Associations | Corporate Marketing Departments |

PRESENTATIONS

A sample of Melissa's most-requested presentations:

Building Communities through Social Media and Content

Learn how to build strong communities through social media by creating meaningful conversations and providing relevant, consistent information. This presentation provides the tools you need in order to create your social media plan, including content templates and tools for measuring success.

Content Marketing: Build Your Strategy

Set up templates for tracking success and for maintaining content on an on-going basis for your social media channels, blog, e-newsletter and website during this hands-on workshop. Also includes content calendars, analytic spreadsheets and brand voice documents for a killer content marketing strategy.

Using New Media to Connect with Your Audience

Learn how to reach out to multiple audiences using a variety of new media tactics—blogging, social media, responsive websites, video and podcasts, to name a few. This workshop will also cover innovative ways to take what you are doing in your traditional marketing efforts and apply them to new media tactics. No need to start from scratch!

Content Strategy on a Shoestring Budget: You CAN be as Successful as the "Other Guys"

We all know the examples from big companies with large marketing budgets and multiple marketers on staff. What if you don't fit that bill? This presentation focuses on the truths about time, resources and what YOU can focus on in order to still have a kick-butt content strategy with a limited budget.

Not seeing what you're looking for? Please reach out. Melissa provides many customized trainings each year and can prepare a workshop presentation or training to fit your organization's needs.

CONTACT:

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