

# MELINDA KREUSER

MARKETING, CONTENT DESIGN, STRATEGY

## EXPERIENCE

### CHEM-IMPEX | Chicago, IL/Remote

Design & Marketing Manager | Mar 2024 - Present

Developing and leading the external digital content strategy to increase online sales and reposition a global chemical supplier among competitors

Spearheaded the launch of the new e-commerce website and customer services by leading consumer research, content design and digital prototyping activities

### COLUMBIA UNIVERSITY | New York, NY/Remote

Design & Content Strategist | Oct 2019 – Oct 2025

Pilot design and digital media strategies in English and Portuguese to establish a STEM education lab as a global thought leader in innovation

### MKTHINK | San Francisco, CA

Content Strategist | Feb - April 2024

Designed data visualizations and copy for a technical report to articulate the process and impact of a service-design project for public sector stakeholders

### HUMANA | San Francisco, CA/Remote

Senior Customer Experience & Content Strategist | Sept – Dec 2023

Provided research and content leadership to develop, articulate and implement a human-centered design framework across product, research and strategy teams

### LUSHA | San Francisco, CA

Design Researcher & Strategist | Feb – May 2023

Created a go-to-market strategy for a black-owned, beauty-product start-up by conducting content audits, market analyses and consumer research

### CNN | San Francisco, CA

Lead Design Researcher & Strategist | June – Aug 2022

As the client lead, spearheaded the strategy, research and content portion of a project with CNN Digital to improve their digital products and appeal to Gen Z

### STUDIO FWD x GOOGLE | San Francisco, CA

Student Design Researcher | Aug – Dec 2021

Chosen for a Google initiative to explore “The Future of Digital Belonging” through critical making, ethnographic research and speculative design

### BRAZILFOUNDATION | New York, NY

Senior Content Designer & Strategist | Sept 2019 – Aug 2021

*Previous roles: Communications Manager, Development & Communications Associate, Intern | Sept 2012 - Aug 2019*

Led, developed and executed the overall content and marketing strategies in the USA and Brazil to secure funding and gain notoriety as a leading NGO

Collaborated with NGOs, media outlets, think tanks and donors like TikTok, Chanel, Financial Times to create powerful stories and content for million-dollar fundraising campaigns around Brazil's socioeconomic challenges

Guided the user experience, UX writing and information architecture design of 4 bilingual websites with designers, vendors and stakeholders

Coordinated creative professionals to produce marketing pieces, including 7 annual reports, all collateral for 20+ galas and 2 institutional re-brandings

Managed content and engagement on 5 social media accounts, 4 websites and 2 newsletter platforms for 100k+ constituents in 2 languages, multiplying social media engagement by 5x

## CONTACT

 melkdesigns.com

 kreuser.melinda@gmail.com

 /melindakreuser

## EDUCATION

### Master's in Interaction Design

California College of the Arts

### Visual Design Certificate

General Assembly

### Advanced Diploma in

### Digital Marketing

NYUSPS

### Bachelor's of Arts in

### International Studies,

### Portuguese (with distinction)

UW-Madison

### Study Abroad Year Brazil

Universidade Federal de Minas

Gerais – UFMG

## VOLUNTEERING

### SF Civic Tech

Content Strategist ('24)

### AIGA SF

Editorial Operations ('23-'24)

### Service Design Network

Board ('23-'24)

## AWARDS

Marketing Professional of the Year (2025), by SAMPS - Sales and Marketing Professionals in Science

## EXHIBITIONS

Studio FWD x Google ('21)

*The Future of \_\_ Belonging*

CCA Hubbel St. Galleries

San Francisco, CA

## SKILLS

Content Strategy

Design Strategy

Product Design

Prototyping

Service Design

Storytelling

UX Research

UX Writing

## TOOLS

Adobe Suite

Canva

Figma

Flourish

Google Analytics

HTML

Klaviyo

Miro

Shopify

Wordpress

## LANGUAGES

French

Portuguese (fluent)

Spanish