

Marketing Portfolio

Melissa Garcia

Senior Marketer | Strategy, Brand, Content

Hi! I'm Melissa.

Who am I, and what do I do?

I build marketing that makes cybersecurity brands impossible to ignore.

I own marketing strategy end-to-end, connecting GTM priorities, brand, content, search, social, and demand generation to measurable business impact.

I focus on marketing that makes noise + moves the business.

MELISSA GARCIA
SENIOR MARKETER



SEARCH, REIMAGINED: SEO & GEO

Building organic visibility across traditional search and the emerging AI discovery layer.

+556%

Increase in AI search visibility YoY
(6.5× growth in one year)

+38.6%

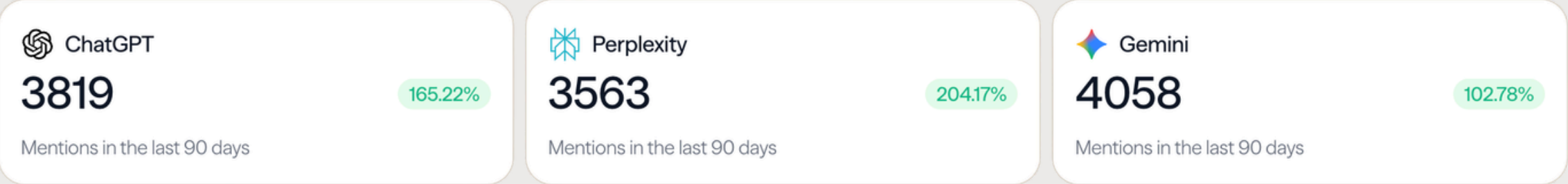
Organic search traffic YoY
continued growth into 2026

100%

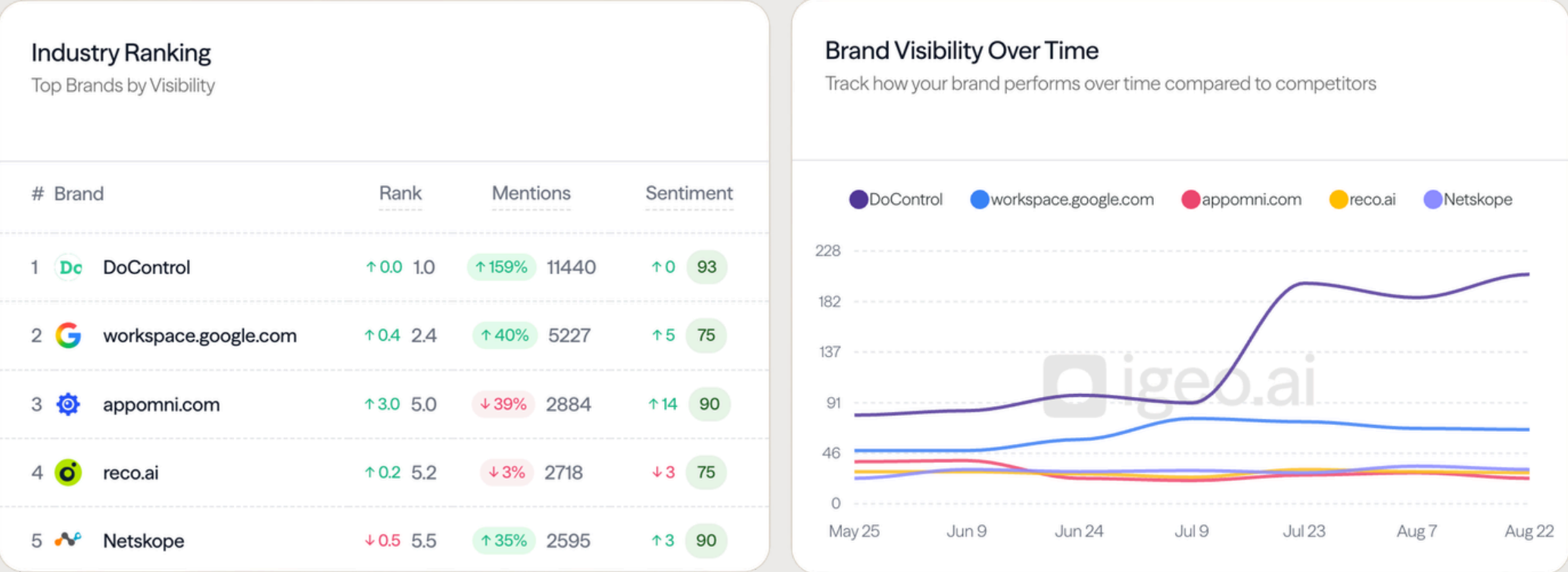
Priority keywords on the first page
across tracked target terms

+93

brand sentiment score
while ranking #1 against key competitors



LLM visibility within the last 90 days for top keywords, prompts, + queries



Ranked #1 in visibility ranking over time across our market (leading amongst top competitors)

BUILDING A BRAND: SOCIAL

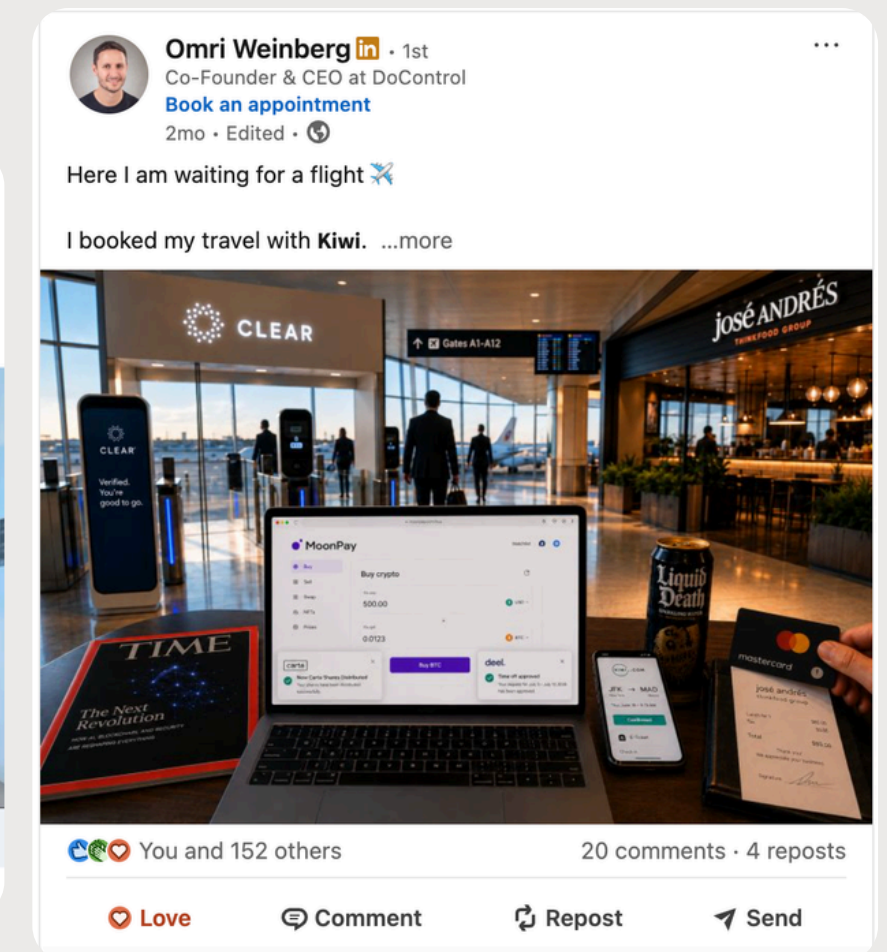
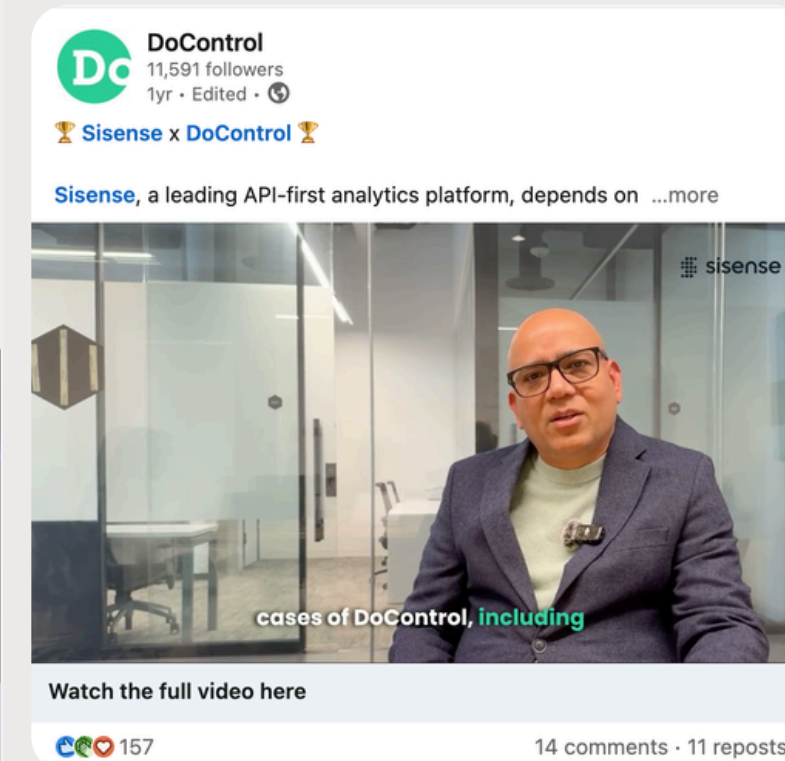
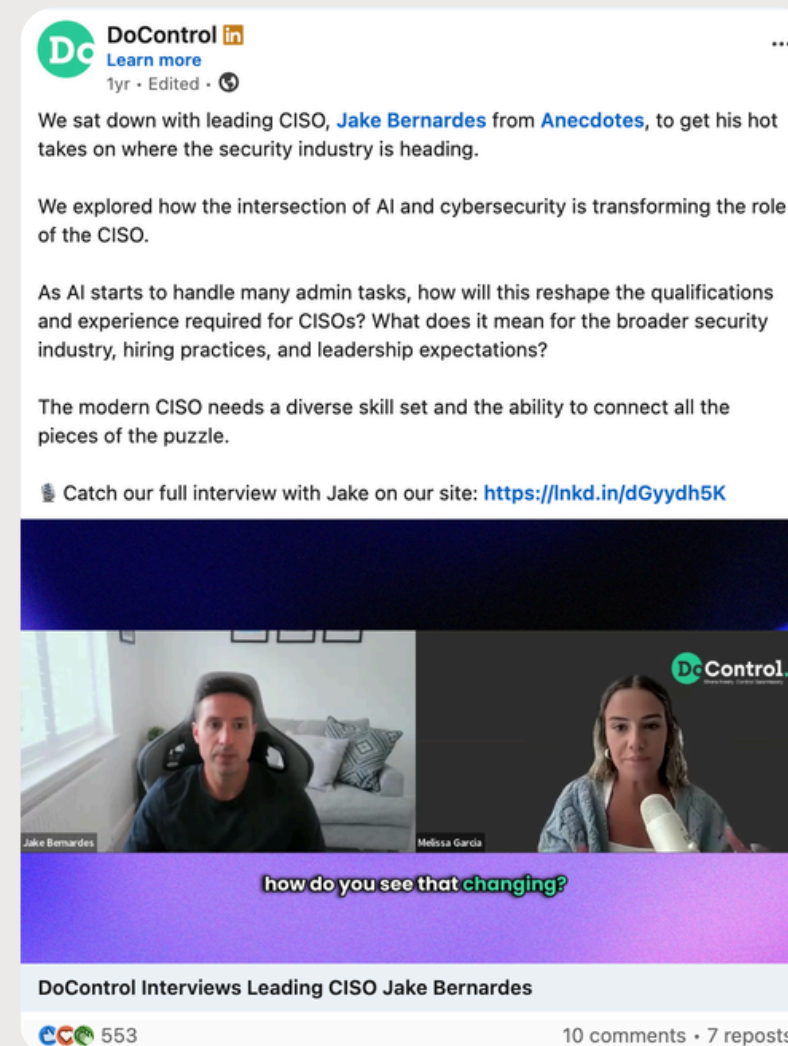
How I built an audience, amplified expertise, differentiated our brand, & turned data security into content people actually connect with + choose to engage with.

7K → 12K followers
in one year during my tenure

71% increase
follower + audience growth YoY

60% participation
in employee UGC program

+302% increase
in referred website traffic YoY

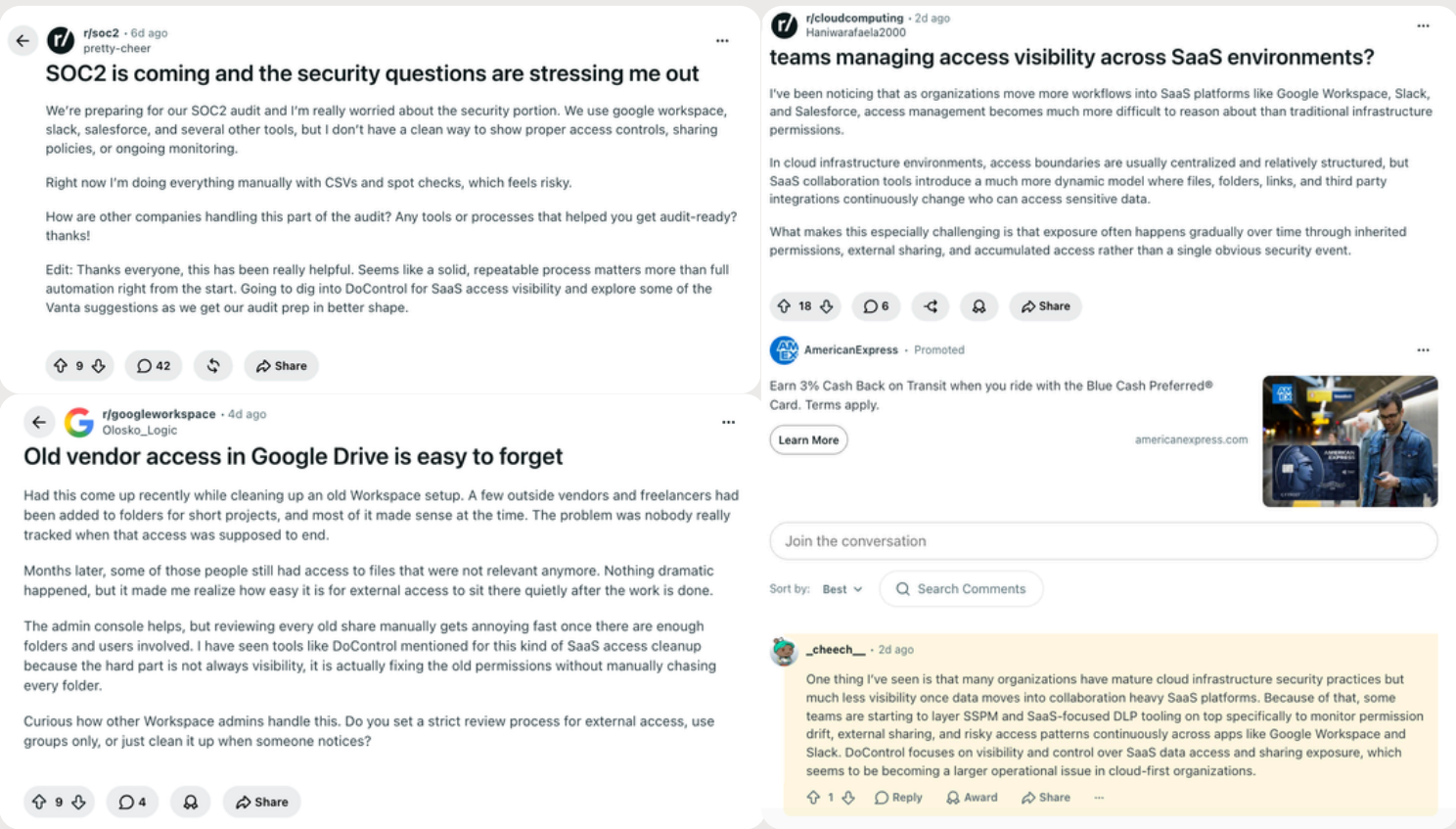


I don't treat LinkedIn as a social media channel — I treat it as an ecosystem for brand, influence, and distribution across the entire company.

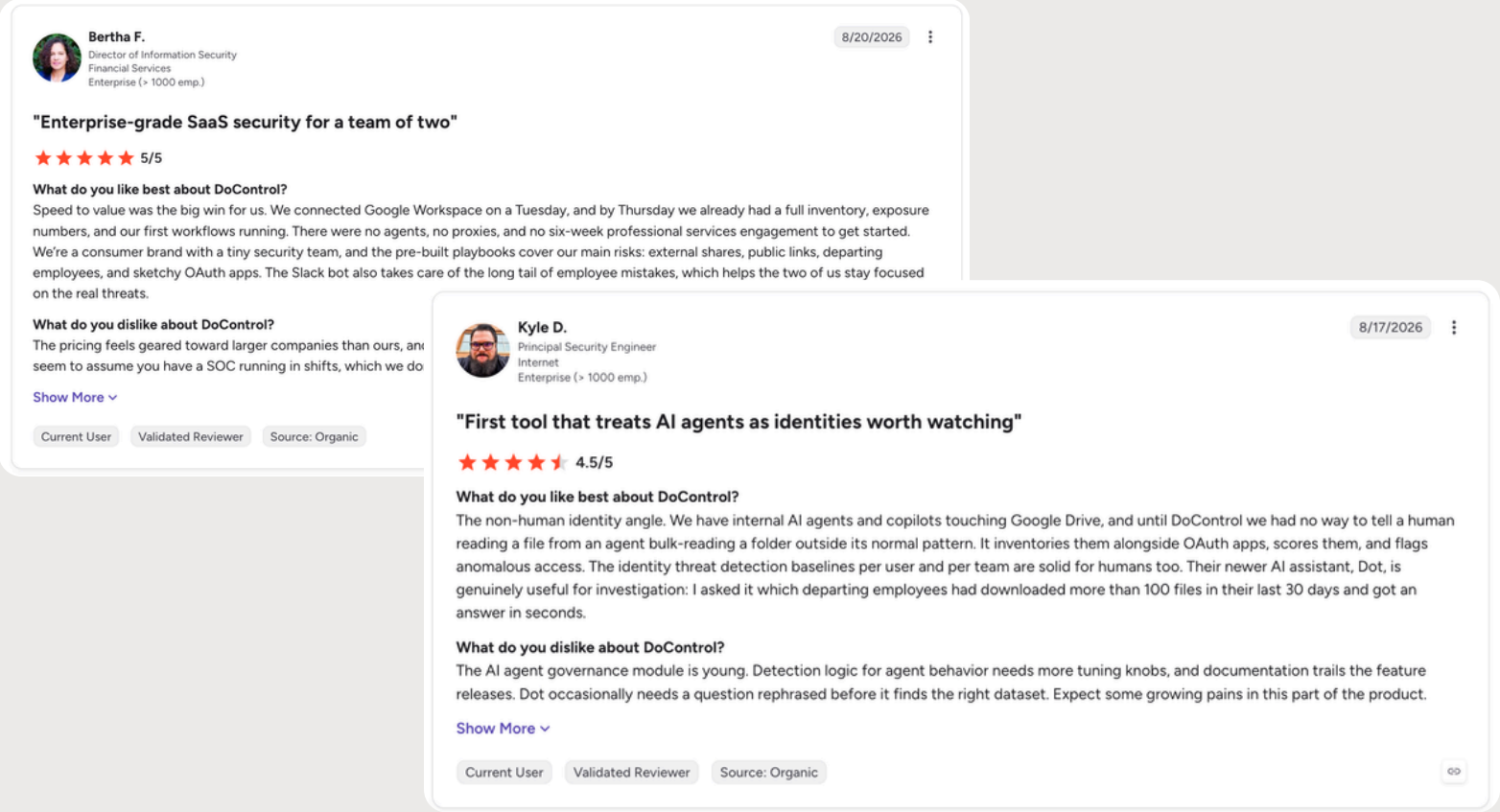
Owned: Thought leadership • Product storytelling • Industry POV • Video • Newsjacking • Executive Thought Leadership • Employee UGC

BEYOND THE FEED: COMMUNITY CREDIBILITY

Building brand presence where buyers research, validate, connect, and make decisions.



Built an organic Reddit presence across niche communities to maximize brand discovery, increase lead volume, and strengthen SEO + GEO visibility.



Built a consistent review-generation engine to strengthen third-party credibility + buyer confidence; influencing pipeline and GEO visibility.

I don't treat Reddit and G2 as supporting channels — I treat them as strategic layers of the buyer journey that build discovery, credibility, and trust.

Owned: Reddit strategy · Community engagement · G2 review strategy · Social proof · Brand monitoring · SEO/GEO amplification · Performance tracking

MARKETING THAT MOVES THE BUSINESS



Turning an integrated marketing engine into measurable growth.

\$4.15M

I take ownership of the entire marketing engine, connecting strategy, content, search, social, brand, and demand generation into one integrated system.

Marketing-Sourced Open Pipeline

Open deals created where the lead source is our key marketing channels

+22.6%

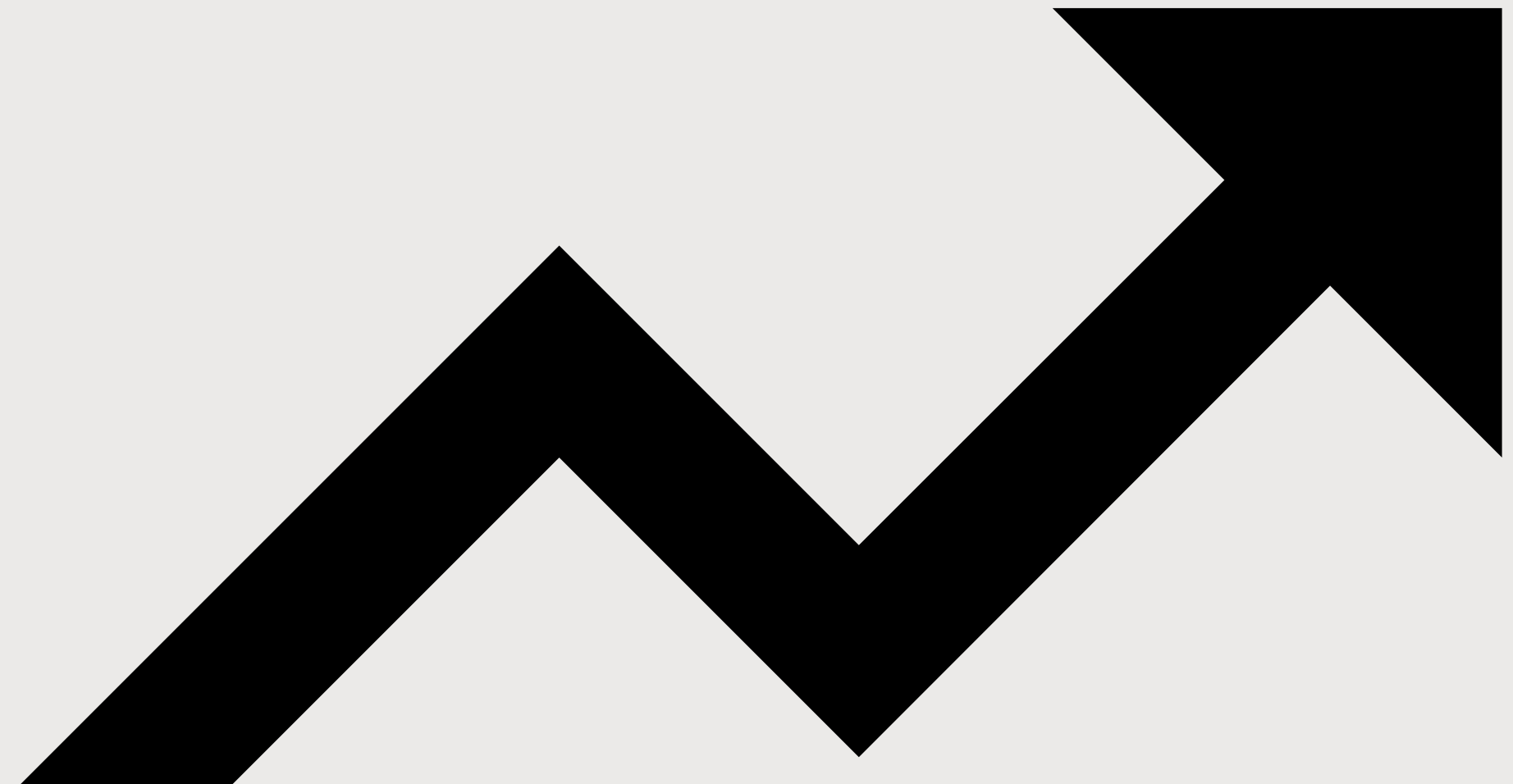
YoY total inbound growth

+53.1%

YoY growth in marketing sourced pipeline

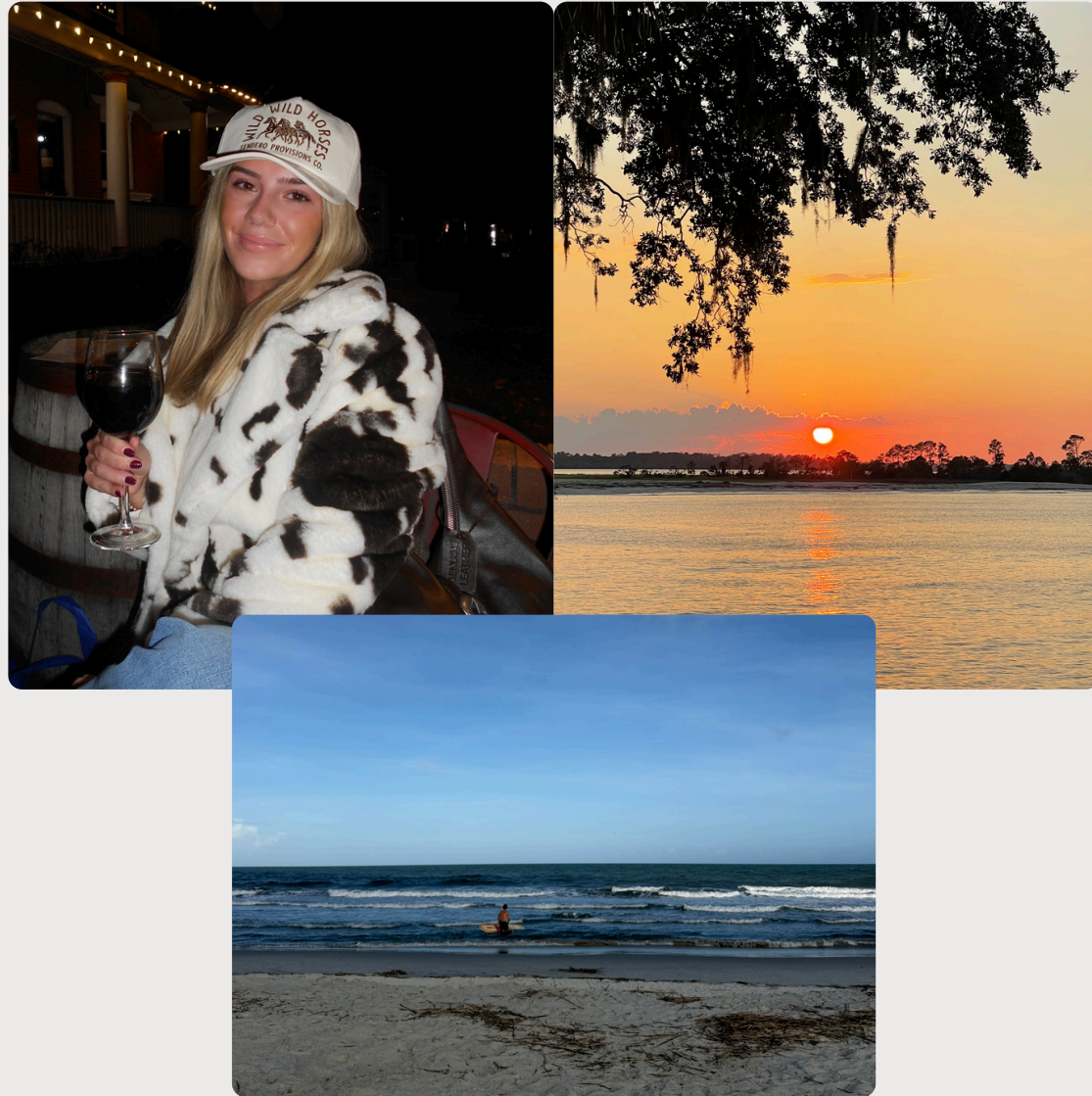
+259%

YoY organic social inbound growth



BEYOND THE MARKETING 🌟

Let's connect!



I'm always open to conversations about marketing strategy, brand, content, growth, & opportunities to build something meaningful. Reach out anytime! 💌



Email

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Website

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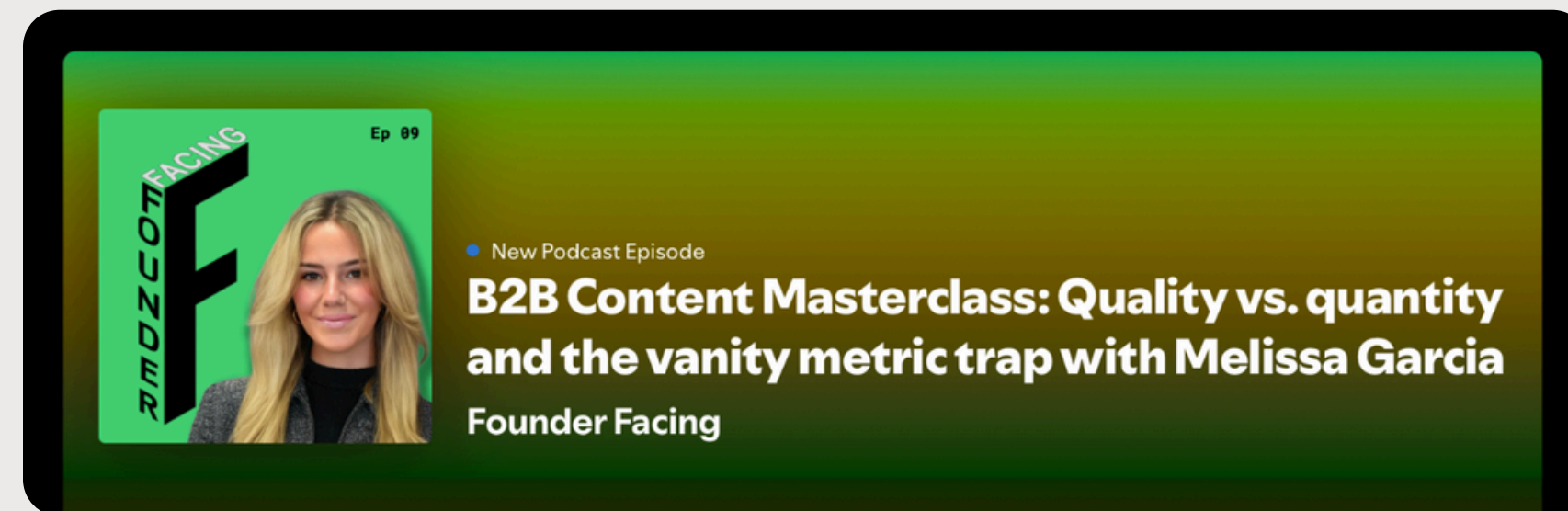
LinkedIn

www.linkedin.com/in/melgarcia662

Outside of work, you'll usually find me traveling somewhere new, exploring great food and wine, or enjoying a South Carolina sunset.

BEYOND THE MARKETING (cont.)

Learn more about my approach!



Founder Facing

B2B Content Masterclass with Melissa Garcia

Melissa breaks down what *actually* works in content marketing, how to measure real impact beyond vanity metrics, the fragmented buyers journey in 2026, how founders can leverage social for growth, and more.



POV: You're Trending

Simplifying Your Social Strategy to Maximize Impact

Melissa dives into setting intentions with media, translating business goals into content strategies, and tailoring content to truly connect with ICP audiences.