

Personal Portfolio



Melissa Garcia

Senior Marketing Manager | Strategy, Brand, Content

Who I Am

I'm a Senior Marketing Manager focused on shaping brand narratives & building content strategies that drive growth.

My current day-to-day? Leading high-impact, multi-channel initiatives that work together to strengthen brand positioning, influence buyer journeys, & deliver measurable results across pipeline, revenue, and GTM goals.

MELISSA GARCIA
SENIOR MARKETING MANAGER



What I Do

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In a world where media is continually changing how we learn, love, share, communicate, & consume, the need for memorable marketing is at an all-time high.

I've led strategic marketing initiatives across positioning, content, community, events, & campaigns – always connecting brand strategy to measurable business impact (\$\$\$).

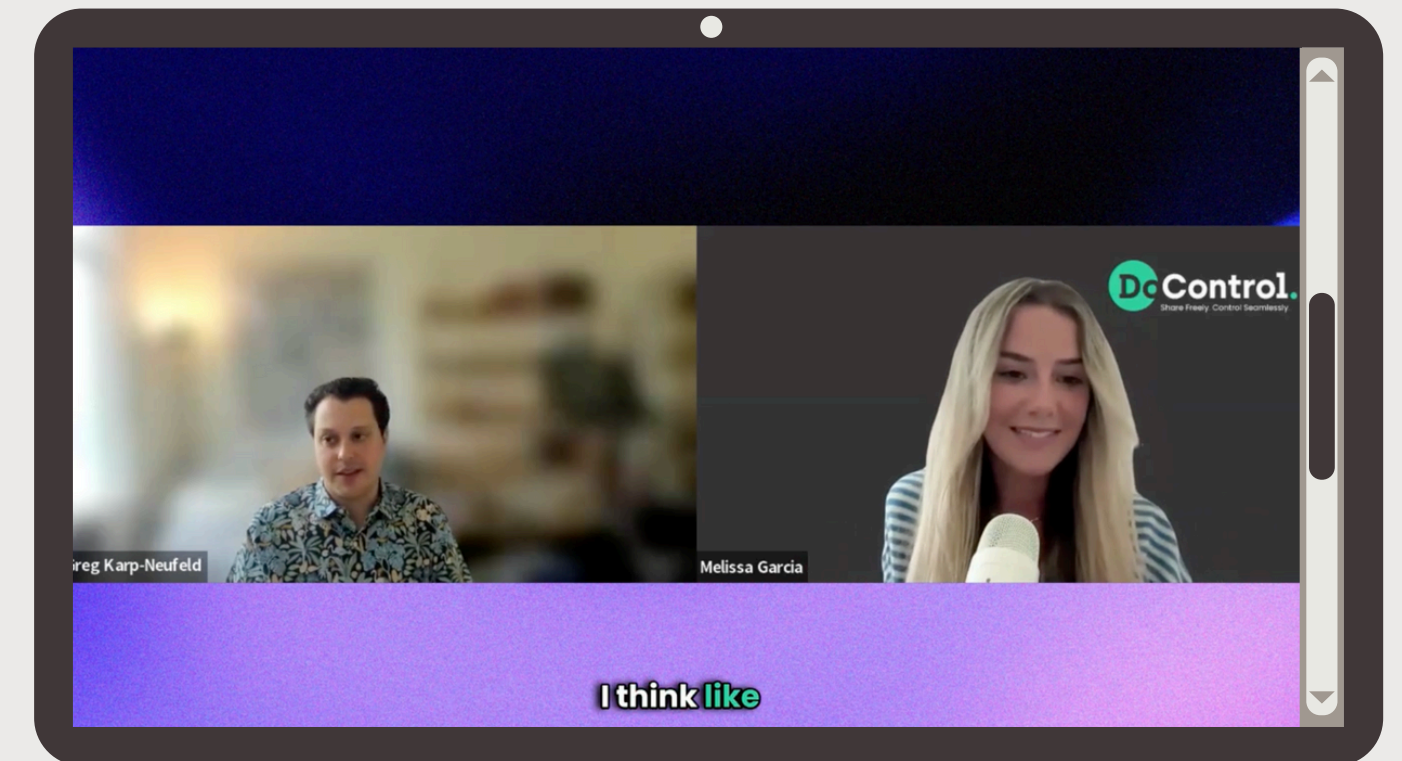
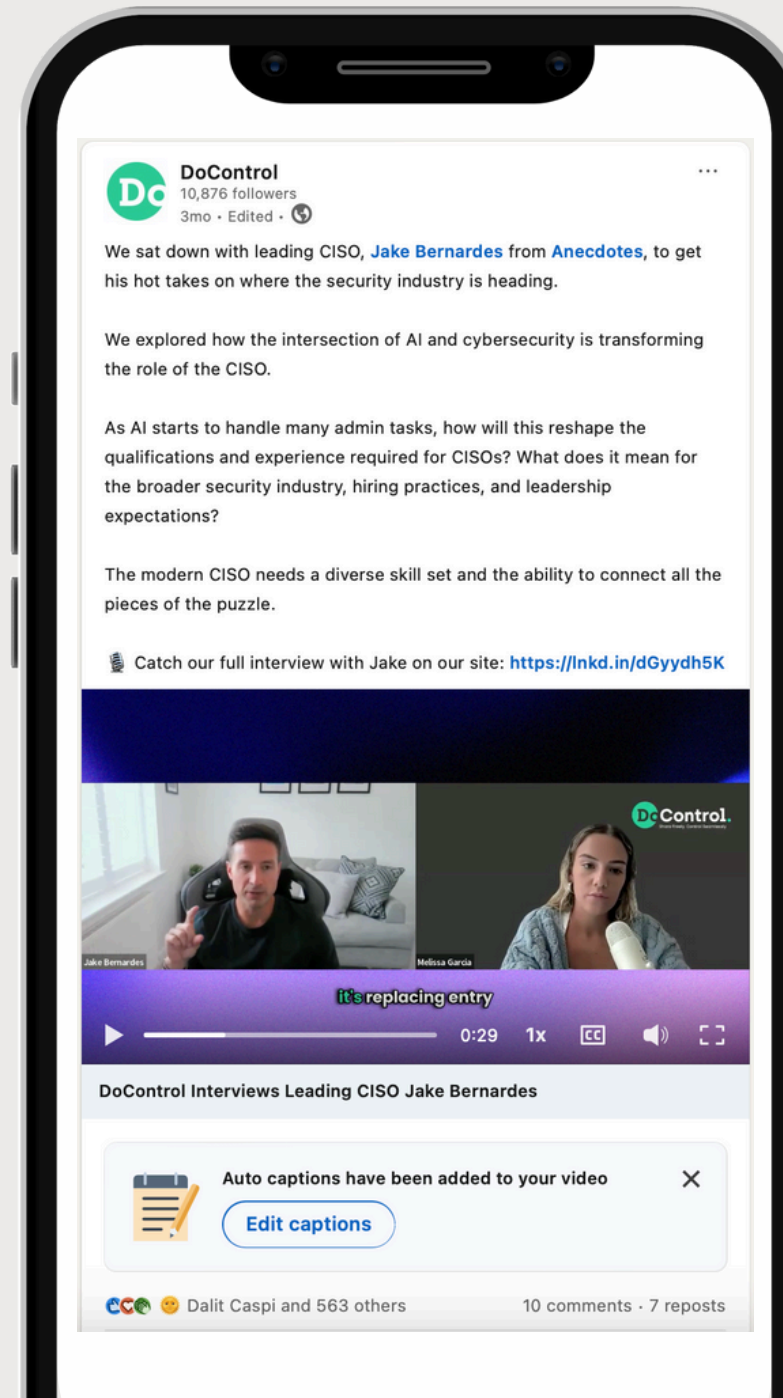
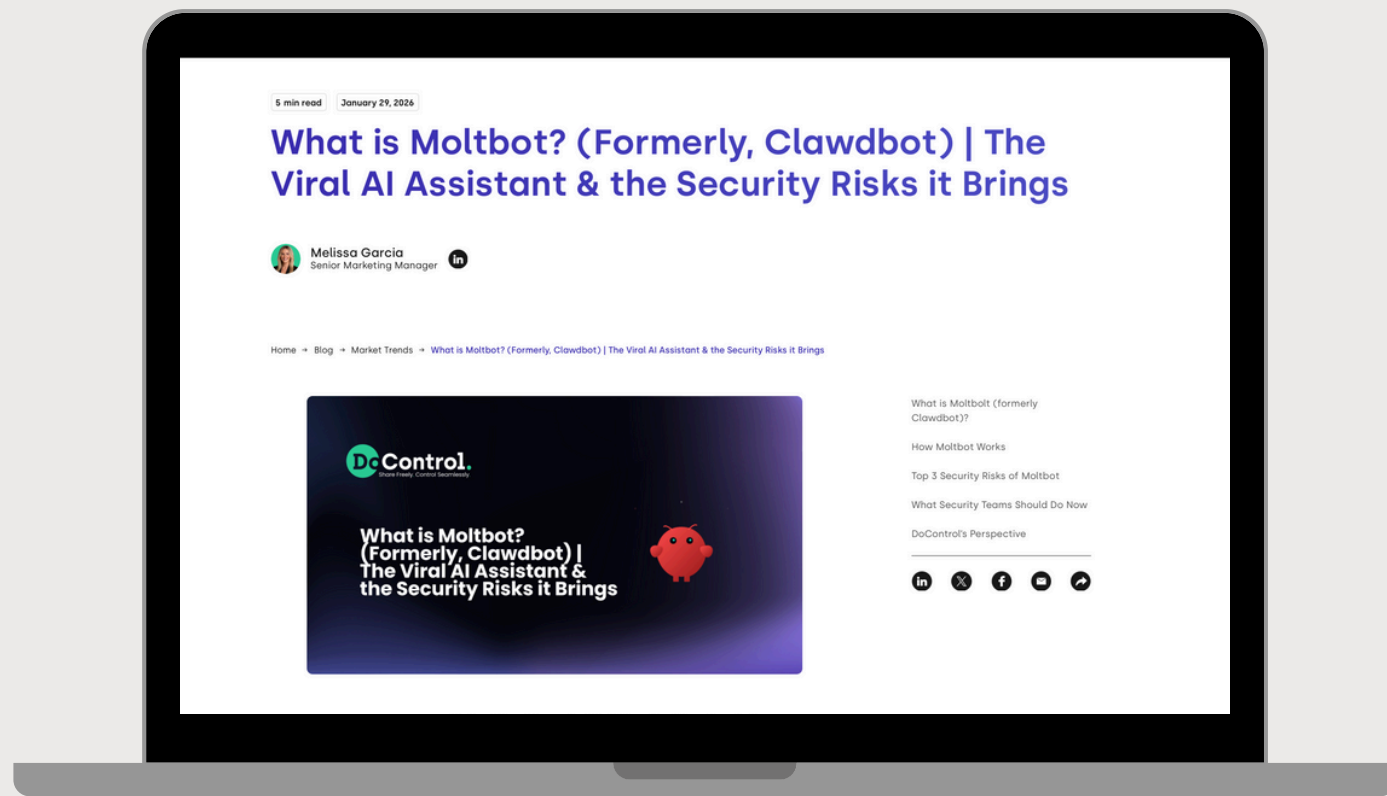
From creating social content to launching podcasts to managing events – I've done (and do!) it all.

Market Positioning	Brand Strategy	Content Strategy
Competitive Differentiation	Community Engagement	Social Media Management
Industry & Market Trends	Integrated Brand Experience	SEO/GEO Performance

Content Snapshot

Tech

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Strategy

Social Media Metrics

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Study 1: B2B SaaS

Campaign Goals:

- Increase brand awareness
- Increase follower count

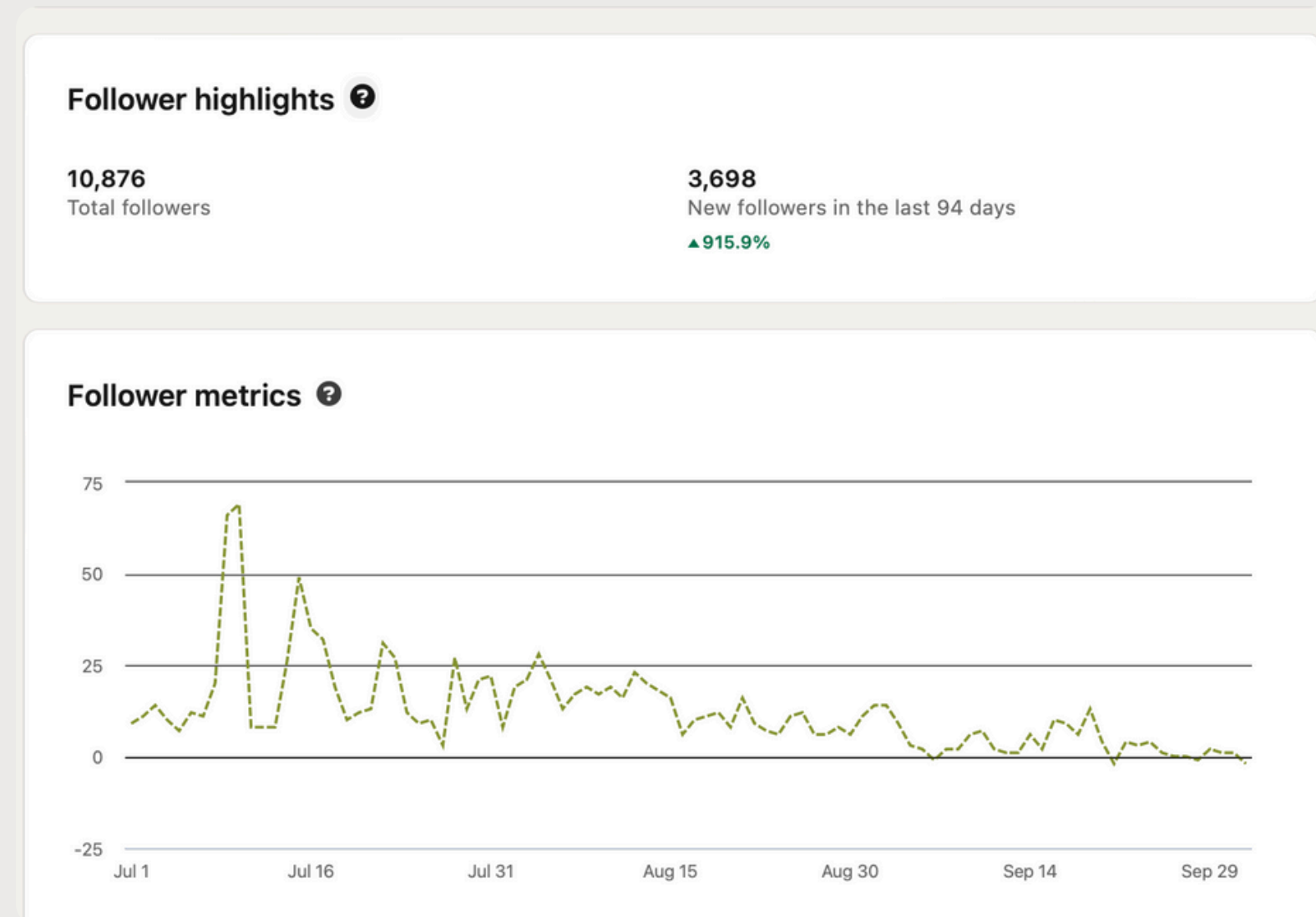
90-day Outcome:

- With a brand new social media content strategy, drove a **+916%** increase in organic followers (**+4,000** target contacts) within 90 days.

Other metrics:

For this same company, I effectively,

- made 3x marketing impact with half the spend
- increased social follow growth +102% YoY
- increased AI search presence +1030% YoY



Strategy

Social Media Metrics

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Study 2: B2B Healthcare

Campaign Goals:

- Increase brand awareness (KPI: organic impressions)
- Increase followers (KPI: Follower growth from ICP accounts)

90-day Outcome:

- Achieved a **+500%** increase in organic impressions
- Grew followers by **+395%** through a targeted LinkedIn campaign strategy.

Highlights

Data for 8/24/2024 - 11/21/2024

17,929

Impressions

▲555.1%

258

Reactions

▲561.5%

11

Comments

▲120%

23

Reposts

▲360%

Follower highlights ⓘ

648

Total followers

94

New followers in the last 90 days

▲394.7%

Strategy

Social Media Metrics

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Study 3: B2C Ecommerce

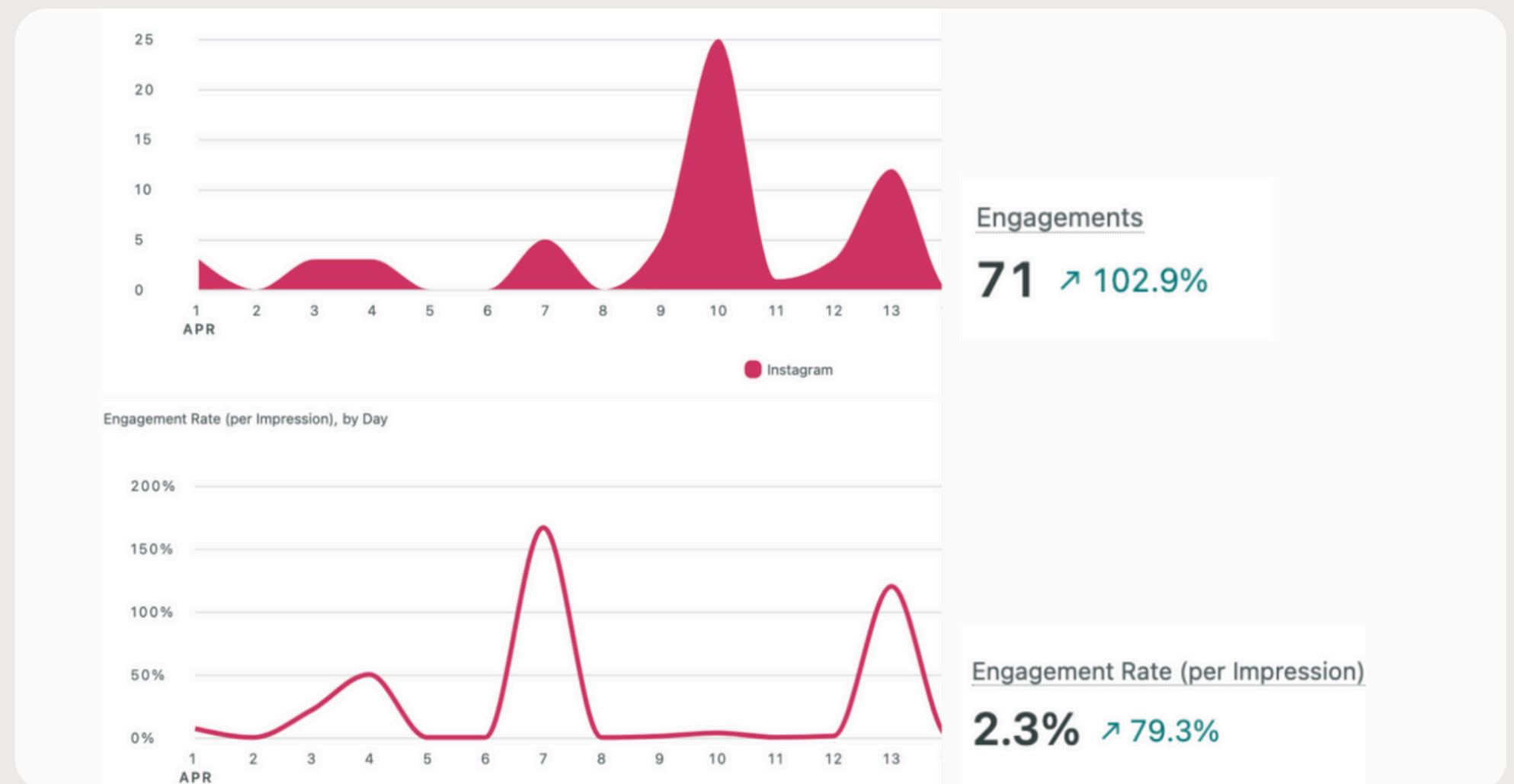
Campaign Goals:

- Increase community size from new ICP accounts (KPI: engagements)
- Build an engaged follower base of existing audience accounts (KPI: engagement rate)

90-day Outcome:

- Drove a **+102%** increase in engagements with **NEW** contacts within 2 weeks.
- Boosted the engagement rate among **existing** contacts by **+79%** within 2 weeks.

Once success was proven, campaign was successfully scaled.




Press

Featured media

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Ep 09

New Podcast Episode

B2B Content Masterclass: Quality vs. quantity and the vanity metric trap with Melissa Garcia

Founder Facing

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

Podcast

POV: You're Trending

POV Brand Management

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.

Let's connect!

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This is only a *snapshot* of my work: the initiatives I've led, their impact on company growth, & the metrics that demonstrate their value. For more info on me, what I do, & the results I get, let's talk!

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