

# Stacey Mellus

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## SUMMARY

I am a leader in strategic planning, team building, resource management, content development, execution, and delivery of complex Marketing, Brand, Communications, and Transformation projects. I have executed successful campaigns and experiences through strong partnership, collaboration, and building strong relationships. I am a problem solver, and will leverage my over 20 years of experience to bring my stakeholders' vision to life by breaking down barriers, being innovative, and listening to their needs.

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## EXPERIENCE

### Sia Partners (New York)

Engagement Director, Manager

September 2024 - Present

*Sia Partners is a rapidly growing global management consulting firm, SiaXperience is the branding, communications, and creative arm of the firm.*

**Client Partnership:** Serve as the primary liaison for high-value client accounts, overseeing end-to-end relationship management and ensuring strategic alignment with business objectives while also seeking opportunities to expand the book of business. Lead diverse and high-impact projects, including executive workshops, conferences and events, promotional campaigns, branding (rebrands and rollouts), communications activations, and sustainability reporting programs.

**Planning and Execution:** Drive project success by defining strategic objectives, establishing milestones, and ensuring execution within scope, timeline, and budget. Cultivate relationships with production teams and execution partners to deliver innovative work. Flow the use of AI into workflows, as well as strategy and production..

**Team Leadership and Mentoring:** Build and lead cross-disciplinary teams of strategists, designers, and operational staff, fostering collaboration and ensuring clarity across deliverables. Ensure a balance of team health, and the highest quality work for clients.

**Financial Management and Business Development:** Oversee multi-disciplinary staffing plans to optimize resource allocation and maintain profitability across all programs. Make a significant contribution to business development efforts by leading proposal development for new clients and RFPs, and expanding existing client portfolios.

**Clients Include:** International Paper, Bank of America, Caterpillar, Ares Capital Management, Sun Life Capital

### SYPartners (New York)

Consulting Director, Program Management

October 2018 - March 2024

*The global management consulting firm specializes in collaborating with C-Suite executives and their teams to implement organization-wide cultural transformation and learning programs through convenings and experiential activations.*

**Client Partnership:** Directed client services and fostered collaboration for Culture Transformation and Learning & Development (L&D) initiatives, advising Fortune 100 C-Suite executives. Led the development of new corporate purpose, vision, values, and behaviors, and crafted new brand narratives with Executive, Marketing, HR, and Communications teams. Orchestrated and executed learning programs with these leaders in both virtual and in-person experiences. Organized leadership summits to introduce new cultural concepts, achieving over 80% engagement at an event for 1,400 Hyatt Hotels leaders.

**Planning and Execution:** Cultivated strong relationships with stakeholders, vendors, and partners, driving progress and overcoming obstacles. Guided direction of cross-functional teams in executing expansive summits and experiential programs, including rolling out a new company purpose and values to 300,000 Cognizant employees.

**Team Leadership and Mentoring:** Oversaw and coached teams of up to 20 direct and indirect reports, instilling empathy, compassion, and a commitment to clarity in leadership at all times. Demonstrated excellence in people management, team building, and organizational development.

**Financial Management and Business Development:** Scoped and managed large-scale programs, overseeing contracts and budgets, delivering materials, orchestrating event logistics, and optimizing project profit margins to consistently stay above 70%, demonstrating results-driven and detail oriented leadership. Successfully led a leadership development project for a major social media network, resulting in the sale of additional projects and increasing business development on the account by 4X.

**Clients Included:** Starbucks, Skillsoft, CVS Health, IBM, and Hyatt. *Note: Much of the work done for SYPartners is confidential/ under NDA, and can only be discussed verbally.*

### Lippe-Taylor Inc (New York)

Senior Vice President of Integrated Production and Operations

May 2016 - September 2018

*A Public Relations and Marketing firm based in New York City that specializes in marketing to women through traditional, experiential, and social media.*

**Organizational Leadership:** Collaborated closely with the Chief Human Resources Officer (CHRO) and CEO to design organizational structures and develop impactful learning programs for the agency, aligning with strategic goals and vision.

**Client Leadership:** Led as the Digital Account Director for Allergan's Botox brand, driving the transformation of their social

presence and brand website.

**Production Studio Oversight:** Directed the design and production studio, optimizing production processes for digital, video, and social media development. Achieved streamlined project delivery, enhanced output quality, and elevated client satisfaction through operational improvements. Managed strategic vendor partnerships and oversaw billings for all creative and digital projects, resulting in a notable 30% increase in monthly billings year-over-year. Clients included Allergan, Revlon, Almay & Cetaphil.

**Financial Management:** Instituted monthly project health reviews in collaboration with the CFO, ensuring efficient resource allocation against scopes of work, contracts, and margins. This initiative led to substantial improvements in financial outcomes and project profitability.

## DDB New York (New York)

**Director of Digital Operations & Channel Strategy**

**September 2010 - April 2016**

*A worldwide marketing communications network owned by Omnicom Group.*

**Organizational Leadership:** Strategically developed and expanded the digital team within a traditional agency, serving as the primary partner to the Chief Digital Officer North America. Successfully scaled the team from two to over 110 professionals, including the implementation of a comprehensive learning and development curriculum tailored to upskill traditional marketers. Achieved an impressive 70% engagement rate with the agency's digital strategy and production services, demonstrating a keen ability to align client needs with innovative solutions and drive business growth. Pioneered new resourcing policies for DDB New York, optimizing resource allocation for all digital projects to enhance operational efficiency and team productivity.

**Strategy:** Formulated and executed cross-channel media strategies, notably overseeing a media and social strategy for State Farm's annual \$50+ million digital and social spend from 2011 to 2015. Delivered exceptional results with a 140% increase in direct message conversions through rigorous message testing and optimization.

**Team Leadership:** Directed the day-to-day operations of a dynamic digital and social team comprising approximately 30 professionals. Oversaw all facets including strategy development, production, user experience design, project management, social media initiatives, and cultivation of partner agency relationships.

**Client Partnership:** Served as the trusted Account Director for Electrolux and Frigidaire brands, providing exemplary client services and overseeing end-to-end production processes to ensure exceptional project outcomes.

**Awards:** Recognized within the industry for outstanding achievements, earning accolades from prestigious organizations such as the Webby's, The One Show, Cannes Lions, Effie Awards, and the ANDY Awards.

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## ADDITIONAL EXPERIENCE

**Digital Practices Director**, DDB New York

**Sr. Project Manager**, DDB New York

**Producer, Video & Website**, DMJ Digital

**Co-founder and Lead Developer**, Dahlia Digital

**Lead Developer**, Cabot McMullen Incorporated

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## EDUCATION

**New York University - Tisch School of The Arts**

New York, NY

Bachelor of Fine Arts - Film and Television Production

Minor in Computer Applications

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## VOLUNTEERING

**CERTiFi by Mercy University - Women in Leadership Program**

Curriculum Advisory Board

January 2024 - December 2024

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## SKILLS

Strategy, Planning, Production, Operations, Execution, Cross-Functional Leadership, Stakeholder Management, Client Services, Account Management, Marketing, Advertising, Communications, AI Workflows, AI Research and Benchmarking, Video Production, Digital Media, Website Production, Experience Design, Resource Management, Business Development, Executive Management and Communications, Events, Experiential Production, Financial Management, Scope of Work, Budgeting, Timelines, Project Management, Program Leadership, Vendor Relations, Partner Management, Client Relationships, Operational Streamlining, Recruitment, Mentoring, Measurement and Analytics, *Software includes:* Smartsheet, Miro, Mural, Asana, Kantata, Monday.com, Airtable, Microsoft and Google Software Suites, Adobe Photoshop, Premiere, AfterEffects, InDesign, Illustrator, and Acrobat