

Melissa Maher

Expert in Shopper & Experiential Marketing, Retail Promotions, Creative Strategy & Execution

[Email](#) . [Portfolio](#)

More than 16 years of integrated advertising, sales and marketing experience for the CPG, personal care, bev/alc and hospitality industries.

Authorized to work in the US for any employer

Work Experience

Owner

[Proof of Concept](#) - Dallas, TX

2018 to Present

Full-service branding, marketing, and real estate site selection firm.

- Create and lead exercises to help restaurants & bars to define their identity and facilitate multi-concept growth
- Evaluated marketing efforts and helped create and implement more robust marketing strategies
- Selected real estate sites based on need, budgetary restraints, and desired investment

Concept Director, Shopper Marketing

Propac Marketing, shopper marketing - Dallas, TX

2017 to 2018

Clients: Frito-Lay, New Business

- Idea generator and storyteller for top FLNA brands
- Led brainstorming, develop ideas, create sell in story and present on a regular basis
- Developed ATL and BTL 360 programs including digital/social, promotional and retail
- Guardian of brand, project strategy and client objectives
- New business strategy and development
- Internal rebranding and positioning

Creative Director, Retail Strategist

The Marketing Arm, experiential and shopper marketing - Dallas, TX

2014 to 2017

Clients: Bacardi USA, Frito Lay

- Created on- and off-premise experiential and retail programs for new product launches, seasonal programs, bartender education, staff training, distributor programs and retailer incentives
- Worked with National On-Premise Account team to create customized programs for restaurants and hotels including Bonefish Grill, Buffalo Wild Wings, Hooters, Marriott, Starwood, Hilton
- Directed an internal creative team

Creative/Concept Director, Shopper Marketing

Momentum, TPN - retail promotions and shopper marketing - New York, NY
2013 to 2014

Clients: William Grant & Sons, Clorox, Safeway, Thomas', New Business, Starwood Hotels & Resorts

- Developed and executed 360-degree concepts with in- and out-of-store tactics
- Extensive knowledge of the three-tiered system
- Acted as a shopper marketing representative under the IMC client structure
- Managed timelines, creative team and project flow
- Mentored junior creatives and contribute to the agency culture

Concept Director/Creative Director

Integrated (IN) Marketing - retail, experiential and shopper marketing - New York, NY
2012 to 2013

Clients: Bacardi, Brown Foreman, Unilever (Dove, Simple, Ben & Jerry's, Magnum Ice Cream)

- Created, delivered and presented cohesive marketing strategies through inter-agency teams (including Edelman, Mindshare, Story, Alcone and Ogilvy agencies)
- Developed 360-degree concepts with integrated, path to purchase tactics (i.e., social, digital, CRM, in-store/POS, traditional, PR/event)
- Customized retailer-specific programs of Unilever brands including scale like NCAA and Back to School
- Vetted all creative materials through brand guidelines, consumer and shopper profiles

Conceptor/Senior Copywriter

TPN, retail promotions and shopper marketing - New York, NY
2008 to 2012

Clients: The Hershey Company, Mike's Hard Lemonade Co., Quaker, Tropicana

- Developed full-scale concepts for current clients and new business pitches including digital and social media, in-store POS, out of home, PR and broadcast
- Organized and present creative materials to clients on a regular basis (i.e., PowerPoint)
- Vetted all creative materials through brand guidelines and consumer profiles
- Served as the creative liaison between account service and creative departments in satellite offices
- Established and currently manage the internal social media department as well as provide Social Media instruction for new clients and internal sessions
- Provided national and customer-specific concepts based on purchase motivation and retailer-specific needs while understanding budgetary requirements
- Ideated partnership opportunities for portfolio of Hershey brands (i.e., Reese's NCAA, Hershey's Kisses Hasbro)
- Developed loyalty programs to ensure repeat purchase and long-term sales
- Implemented customer segmentation and targeted key customers with strategic messaging

Conceptor/Copywriter

Integer Group, retail promotions - Dallas, TX
2006 to 2007

Clients: AT&T, Dave & Buster's, 7-Eleven, Thomas' English Muffins/Entenmann's/Arnold Bread

- Concepted and developed all restaurant collateral material – coasters, place mats, menus, t-shirts, gift card holders
- Sales kit, in-store signage, message mapping and merchandising for stand-alone retail locations
- Developed franchisee promotional kits

Education

Advertising Copywriting

Creative Circus - Atlanta, GA
2002 to 2004

BS in Broadcast Journalism/Psychology

Abilene Christian University - Abilene, TX
1997 to 2001