

MELISSA DRAGONAS

CREATIVE MARKETING DIRECTOR | BRAND, STRATEGY & GROWTH

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ABOUT ME:

Creative and results-driven Marketing Director with 20+ years of experience leading brand strategy, creative direction, and integrated B2B and B2C marketing initiatives. Proven ability to translate business objectives into compelling creative solutions that drive brand growth, demand generation, and revenue.

EDUCATION:

Master of Education - Organizational Management

Bachelor of Science - Business Administration

Associate of Art & Science - Graphic Design

PROFESSIONAL EXPERIENCE

Director of Marketing

Preowned Auto Logistics / 2022 - 2026

- Led end-to-end marketing and creative strategy across B2B and B2C channels, driving brand awareness, lead generation, and qualified inbound traffic
- Directed creative vision and brand storytelling across website, digital advertising, email marketing, social media, podcasts, and sales enablement materials
- Co-owned website strategy, content development, UX optimization, SEO, Google Ads, and performance analytics to improve engagement and conversion
- Analyzed customer behavior and campaign performance using KPIs to optimize messaging, targeting, and ROI

- Oversaw creation and approval of all creative and marketing assets, from digital ads and website banners to brochures, catalogs, and presentations
- Planned and executed 12+ annual trade shows and corporate events, leading creative direction, experiential design, logistics, vendors, and budgets
- Established brand standards and trademark compliance to ensure consistency across all channels
- Managed marketing budgets and collaborated cross-functionally with sales, leadership, and external partners

Marketing Manager

Pleasant Street Designs / 2021 - 2022

- Developed and executed integrated marketing strategies to increase brand awareness and drive qualified inbound traffic
- Created high-value content across website and social channels to attract, engage, and convert target audiences
- Oversaw and approved all marketing materials, including digital assets, brochures, and catalogs, ensuring brand consistency

- Measured, analyzed, and reported campaign performance against KPIs, using insights to optimize strategy and ROI
- Analyzed consumer behavior and audience data to refine email marketing and advertising campaigns for improved results

Creative Director & Sr. Project/Product Manager

Ravensburger North America, Inc. / 2007 - 2020

- Managed corporate marketing and creative functions including brand management, product launches, and events
- Served as Creative Director for a global network of artists, ensuring premium design quality and cohesive brand execution across licensed product lines
- Supported revenue growth from \$9M to \$40M through strategic product marketing, brand positioning, and creative leadership
- Oversaw a portfolio of 200+ products per year from concept through end of life, partnering with product development, sourcing, and sales teams

- Produced market analysis, competitive research, and forecasts to support new customer acquisition
- Developed executive-level visual presentations for multimillion-dollar licensing deals with Disney, Universal, and The Beatles
- Directed packaging design, visual merchandising, and promotional campaigns aligned with brand standards
- Oversaw budgets, timelines, and vendor relationships for complex product portfolios
- Balanced creative excellence with operational execution to deliver on-time, on-budget results

CREATIVE & LEADERSHIP SKILLS:

Creative Direction • Brand Identity • Visual Storytelling • Design Leadership • Product Design • Packaging • Visual Merchandising • Art Direction • Creative Team Leadership • Concept Development • Licensing & Brand Partnerships • Cross-Functional Collaboration • Budget & Project Management

Previous employment furnished upon request