

MELISSA DRAGONAS

DIRECTOR OF MARKETING | B2B & B2C | BRAND, DIGITAL & DEMAND

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ABOUT ME:

Strategic, results-driven Director of Marketing with 20+ years of experience leading integrated B2B and B2C initiatives that drive brand growth and revenue. Expertise in brand management, demand generation, digital marketing, SEO/SEM, Google Ads, and analytics, with a strong track record of leading teams, managing budgets, and executing data-driven go-to-market strategies.

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 B2B and B2C marketing strategy, driving brand awareness, lead generation, and qualified inbound traffic
- Developed and executed integrated campaigns across website, email marketing, social media, paid search, SEO, podcasts, and digital advertising
- Owned website strategy, content development, UX optimization, and performance analytics to improve conversion and engagement
- Analyzed consumer behavior and campaign performance using KPIs and analytics to optimize spend, targeting, and ROI
- Oversaw creation and approval of all marketing assets, including digital ads, website banners, brochures, catalogs, and sales enablement materials
- Planned and executed 12+ annual trade shows and corporate events, managing creative direction, vendors, logistics, and budgets
- Implemented brand standards and trademark compliance across all marketing channels
- Managed marketing budgets and collaborated cross-functionally with sales and leadership teams

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 operations including brand management, product launches, advertising, collateral, and events
- Served as Creative Director for a global network of artists, ensuring premium design quality across licensed product lines
- Supported growth from \$9M to \$40M in sales through product marketing and positioning strategies
- Oversaw 200+ products from concept through end of life in collaboration with product and sales teams
- Produced market analysis, forecasting, and competitive research to support customer acquisition

- Created executive-level presentations for multimillion-dollar licensing deals with Disney, Universal, and The Beatles
- Led creative direction, product marketing, and brand development for consumer goods across global markets
- Managed cross-functional teams spanning design, product development, marketing, and licensing
- Directed packaging, merchandising, and promotional strategies aligned with brand standards
- Oversaw budgets, timelines, and vendor relationships for complex product portfolios

Previous employment furnished upon request

CORE SKILLS:

Integrated Marketing Strategy • Demand Generation • Brand Management • Go-to-Market Strategy • Digital Marketing • SEO/SEM • Google Ads • Content Strategy • Email Marketing • Marketing Analytics • B2B Marketing • B2C Marketing • Budget Management • Cross-Functional Leadership • Trade Shows & Events