
Melanie Guinn Henderson (Mel)

PROFILE

With award - winning expertise in global strategy and execution, business impact and leadership, Guinn is a trusted advisor and integrator with enterprises including corporate, non-profit and government. She successfully advises top communication officers and global business executives. Areas of focus include but are not limited to global brand and communications management, investor relations and stakeholder engagement.

EXPERIENCE

FOUNDER & OWNER GUINN + ASSOCIATES, LLC GLOBAL BRAND & COMMUNICATIONS CONSULTING CHARLOTTE, NC - 2018 - PRESENT

Acting as a Fractional CMO for clients based in the U.S. and Europe. Work in both short and long term contractual arrangements. Assess current brand and communications platforms. Research regional and local market trends. Conduct competitive intelligence analysis in desired markets. Create each client's marketing strategy with re-brand work when deemed necessary. Develop client's marketing budget. Oversee development and implementation of cross-culturally appropriate campaigns in print, out of home and digital media. Establish and maintain favorable partnerships with client vendors, alliances and business partners of clients. Monitor client's customers sentiment and brand affinity around the products and services being marketed. Collaborate with marketing associates, domestically and abroad. Ensure alignment and consistency on category goals, strategy, and branding content creation.

FOUNDER & PRESIDENT

ZANDER GUINN MILLAN ADVERTISING AGENCY

201 S. TRYON ST. CHARLOTTE, NC 28202 - 2005 - 2018

Connected with and gained new clients, highlighting team's experience, talent and expertise. Mentored team members to ensure their personal growth, sometimes coaching through tough conversations. Developed forecasts in order to hit quarterly objectives. Established long term visions for the agency with key milestones. Retained clients for very long term relationships through authenticity, genuine caring and meeting their goals. Behaved as an agile and attentive leader at the helm. Presented majority of all strategic direction, rationale and content platforms to clients. Conducted and analyzed aspects of market research, target audience personas, trend analyses, business opportunities and more to develop and execute each client's brand vision platform. Excelled in the management of multiple, time sensitive projects at once. Worked often with client ambiguity, responding with resourcefulness and an ability to distill down the best and most effective solutions for successful results.

NORTH AMERICAN BRAND DIRECTOR, BIESSE S.P.A.

VIA TOSCANA, 75, 61122 PESARO PU, ITALY - 1999 - 2005

Researched regional and local market trends in global markets to extend to North America. Customized digital and static marketing approaches for global audiences. Partnered with company headquarters to create the global marketing strategy and brand standards. Adapted existing marketing materials for international advertisers and promotions. Monitored the performance of ads in other campaigns in specific markets. Assisted with development of regionally or culturally appropriate packaging redesigns, including the global brand standards book. Directed development of new company website to effectively communicate products, services, people and global locations. Created and implemented new photography standards for products for enhanced marketing differentiation from global competitors

ASSOCIATE, STUDIO CONTI**PIAZZALE BIANCAMANO, 8 20121 MILAN, MI ITALY - 1993 - 1999**

Worked in a fast-paced agency environment as a trusted advisor to clients. Worked with agency partners to develop innovative and integrated campaign & communication platforms to increase brand awareness and market share for global clientele. Utilized strong writing capability to create content and copy of agency work. Played a proactive role in pitching and presenting campaigns.

ASSISTANT MANAGER, BRAND & MARKETING, SOTHEBY'S AUCTION**PALAZZO SERBELLI, CORSO VENEZIA, 16 20121 MILAN, MI ITALY 1992 - 1993****1334 YORK AVENUE, NEW YORK, NEW YORK 10021 1991 - 1992**

Integral member of team which established the first brand standards, some of which are still in use today. Provided global direction for brand positioning, key events, partnerships and editorial strategy. Collaborated with colleagues in London and New York marketing departments to create integrated campaigns. Ensured regular communication between all auction houses to ensure alignment and consistency on category goals, strategy, branding and content creation.

SKILLS

Strategic Planning • Creative Direction • Creative Writing • Project Management
Social Media • Strategic Partnerships • Public Relations • Community Outreach
Executive Management • Internal Communications • Consumer Behavior Insights
Collect and Interpret Market Research • Track & Forecast Market Trends

EDUCATION

The George Washington University, Elliott school of International Affairs, B.A. with Dual Minor in Economics & French, Cum Laude, 1992

University of Paul Valery at Montpellier, Summer Immersion Semester
Route de Mende, 34090 Montpellier FRANCE, 1991

ASSOCIATIONS

Center for Strategic & International Studies
US Global Leadership Coalition
World Affairs Council of Charlotte
DreamCatcher Society for Levine Children's Hospital
Children's Defense Fund
Council for Children's Rights

COMMUNITY ACTIVITIES

Member, Myers Park Presbyterian Church
Member, Duke Mansion Preservation Society
Volunteer and Member, Levine Children's Hospital, DreamCatcher Society
Volunteer and Member, Charlotte Symphony
Volunteer, Second Harvest Food Bank
Volunteer and Member, Kennedy Center Youth Committee, Washington, DC

PUBLICATIONS AND PRESENTATIONS

"Do Good": How Causal Priorities are Reshaping The Globe's Top Companies, 2017.
Why Companies Must Tell a Compelling Brand Story, 2015
Brand Equity: Measuring A Company's Brand Equity as a Business Portfolio Asset
On Purpose: How B2B Initiatives Are Often the Engine of Industry Conversations

PERSONAL:

Wife to Zach W. Henderson
Mom to Ash, Will & Logan
Dog Mom to Gunner & Boom
Hobbies include travel, cooking, yoga and tennis.

