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# MELANIE GUINN HENDERSON

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## PROFILE

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

## EXPERIENCE

Founder and Owner, Guinn + Associates, Global Brand & Communications Consultancy  
Charlotte, North Carolina, 2018 to Present

Acting as a Fractional CMO for clients based in the U.S. and Europe. Work in both short and long-term contractual arrangements.

Founder, CEO, Owner, & Creative Director, Zander Guinn Millan Brand Strategy, PR, and Advertising Firm, 201 S. Tryon Street, Charlotte, NC - 2005 to 2018

Behaved as an agile and attentive leader at the helm. Co-created and presented all strategic direction, rationale, and content platforms for 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.

North American Brand & Growth Strategy Director, BIESSE S.P.A.

Via Toscana 75, 61122 Pesaro PU, Italy - 1999 to 2005

Researched regional and local market trends in global markets to extend to North America. Customized digital and static marketing approaches for global audiences.

Created the global marketing strategy and brand standards.

Associate, Studio Conti, Piazzale Biancamano, 8 2021 Milan, MI Italy - 1993 to 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 for agency work.

## EDUCATION

The George Washington University, Elliott School of International Affairs, Washington, D.C.  
B.A. with dual minor in Economics and French, Cum Laude, 1992

The University of Paul Valery / Montpellier, France, Summer Immersion Semester, 1990

Georgetown University, Washington, D.C., Postgraduate, 6-month Immersion in Italian  
Culture and Language, 1993

## SKILLS

Branding, strategic planning, public relations, content creation, storyboard creation, media management, media monitoring, event marketing, market research, marketing analytics, marketing automation, partnership marketing, behavioral segmentation, case study research, competitive analysis, conjoint analysis, customer journey mapping, customer segmentation, ethnographic research, experimental design, focus groups, literature reviews, multivariate testing, physiological segmentation, public affairs, change management, onboarding program development, media research, team mentorship, decisive leadership, financial acumen, SEO & SEM marketing.

LARGEST BUDGET MANAGED - \$20M

## INDUSTRY EXPERIENCE

Legal, healthcare, manufacturing, finance, consumer goods, luxury goods, government, education, automotive, aerospace, hospitality, real estate, technology, non-profit.

If you would like to know more about my experience, awards, or peruse my online portfolio, feel free to visit: [www.guinnholdings.com](http://www.guinnholdings.com)

To find me on LinkedIn:

<https://www.linkedin.com/in/melanie-guinn-henderson-mel-a3881b8/>