

## BY THE NUMBERS

**338%**  
Opt-in lift  
13% 57%

**20+**  
Years direct  
response

**7-fig**  
Launches  
executed

**\$400K**  
Ad budget  
managed/yr

**\$50K+**  
New product  
rev x2/yr

**20%+**  
Avg revenue  
growth/client

## CORE CAPABILITIES

## STRATEGY &amp; GROWTH

- Revenue Infrastructure Design
- Fractional CMO Partnership
- 7-Figure Launch Strategy
- Funnel & Customer Journey Rebuilds

## CONVERSION &amp; REVENUE

- Conversion Rate Optimization (CRO)
- Self-Liquidating Offer Design
- Paid Media Management
- Direct Response Copywriting

## BRAND &amp; LEADERSHIP

- Brand Positioning & Differentiation
- Executive Team Leadership
- Neuromarketing & Behavioral Strategy
- AI-Powered Marketing Systems

## PROPRIETARY METHODOLOGY

## ANTI-FUNNEL™

Precision experiential ecosystems that compound trust — not linear urgency pipelines.

## CONVERGENCE MARKETING

Heart-centered brand partnership model where both parties expand — not shrink.

## KATALYZE U™

Structural & energetic recalibration for founders at consequential scale.

## RECOGNITION

## Featured Speaker

JT Foxx Marketing Summits

## EXECUTIVE PROFILE

Fractional CMO embedded inside complex organizations — not as a vendor, but as a strategic recalibration partner at the decision-making layer. 20+ years in direct response, neuromarketing, and revenue infrastructure. I don't optimize campaigns in isolation. I rebuild the foundation underneath them. My engagements are deep, selective, and built for founders and executive teams who are done patching — ready to reconstruct how their business grows.

## PROFESSIONAL EXPERIENCE

## Founder &amp; Fractional CMO

**Revolutionary Marketing (RevMar) · 2004 – Present · Remote**

Executive-level partnerships that reconstruct how a business grows — not retainers for deliverables.

## Revenue Infrastructure &amp; Launch Execution

- Rebuild client opt-in systems from the ground up — consistently moving front-of-funnel conversion from 13% to 57% with material ROAS improvement across paid channels.
- Design and execute seven-figure biannual launch strategies for online education and coaching brands, producing repeatable, compounding revenue streams.
- Engineer self-liquidating acquisition ecosystems — entry-point offers that fund their own ad spend while qualifying high-value leads before they reach the sales team.
- Deliver consistent 20%+ revenue and lead growth through data-informed planning, audience intelligence, and behavioral segmentation.

## Fractional CMO Embedded Partnership

- CMO-level partner embedded inside complex organizations — attending leadership calls, directing internal teams, and functioning as a thinking partner to the founder at the executive layer.
- Lead cross-functional alignment across product, content, ops, and paid media; deliver 90-day and 12-month executable marketing roadmaps.
- Build organizational marketing structures: role clarity, delegation frameworks, KPI design, and performance systems that scale beyond founder capacity.

## High-Converting Funnels, Flywheels &amp; Customer Journeys

- Architect and rebuild complete customer journey ecosystems — from first touchpoint through retention — using direct response principles, neuromarketing, and behavioral conversion strategy.
- Managed \$400K+ annual paid media budgets across Meta and Google; integrated attribution stacks and creative velocity frameworks optimized for algorithmic delivery.
- Build CRM-powered flywheel systems with behavioral segmentation, lead scoring, and personalization logic — replacing static funnels with responsive, compounding revenue journeys.
- Built and led virtual team of 20+ marketing professionals — strategy, copy, design, media buying, and operations.

## CEO &amp; CMO – Embedded Executive

**Luciella Media Group / Debra Silverman Astrology · Dec 2020 – Sep 2025 · Remote**

Dual-role embedded executive during a critical growth phase — directing teams and making executive decisions alongside the founder.

- Delivered 20% revenue increase through strategic repositioning, operational restructuring, and full marketing system overhaul.
- Orchestrated seven-figure biannual school launches — full stack from offer design and email sequences to paid media and live conversion events.
- Created recurring product offering generating \$50K+ twice annually, directly offsetting ad spend and improving net marketing efficiency.
- Rebuilt customer journey and lead funnel infrastructure: opt-in conversion 13% → 57%; ROAS improved materially. Managed \$400K+ annual ad budget.

## COO &amp; Marketing Director

**Laura Hames Franklin, LLC · Sep 2013 – Sep 2016 · NYC & Remote**

Certified Strategist

Dan Kennedy ·  
Glazer-Kennedy Circle

Direct Response

Kennedy · Brunson ·  
Burchard · Forleo · Chris Do ·  
Deiss

EDUCATION

Glazer-Kennedy Circle  
Direct Response Marketing ·  
Certified  
AI in Marketing ·  
Neuromarketing · Executive  
Advisory

Dual operational and marketing leadership — managing business infrastructure while developing and executing growth strategy.

- Managed business operations end-to-end while simultaneously directing digital marketing strategy — demonstrating the cross-functional fluency that defines my executive approach.
- Implemented data-driven digital initiatives that expanded online presence and improved customer experience metrics across acquisition and retention.
- Designed cross-functional frameworks between product, content, and technology teams — establishing the execution infrastructure the business scaled on.

SELECTED PERFORMANCE OUTCOMES

| Metric                   | Result                    | Context                          |
|--------------------------|---------------------------|----------------------------------|
| Opt-in conversion rate   | 13% 57% (+338%)           | Funnel rebuild, paid acquisition |
| Client revenue growth    | 20%+ year-over-year       | Consistent across portfolio      |
| Annual ad budget managed | \$400,000+                | Multi-channel with attribution   |
| New product revenue      | \$50K+ twice annually     | Per client, net of ad spend      |
| Launch strategy type     | Seven-figure, biannual    | Executed repeatedly              |
| Team built & led         | 20+ virtual professionals | Strategy, media, copy, ops       |

FRACTIONAL CMO ENGAGEMENT MODEL

My engagements operate at three levels simultaneously: strategic direction at the executive layer, operational execution through a trusted embedded team, and organizational development — building the internal capabilities that make the growth self-sustaining. This is a co-leadership model, not a consulting arrangement.

What the Engagement Delivers

- CMO-level strategy and decision-making — weekly leadership calls, board-ready reporting, and real-time counsel on growth decisions as they happen.
- Embedded team execution — dedicated marketing integrator and success manager operating inside your systems, your Slack, your tools.
- Revenue infrastructure build — funnel and flywheel design, offer ecosystem, paid media management, and launch strategy executed in parallel.
- High-converting customer journey design — behavioral segmentation, CRO, and personalization logic applied across every touchpoint in the growth engine.
- Organizational readiness — role clarity, KPI frameworks, and capability-building so the growth is owned by your team, not dependent on mine.

WHAT CLIENTS SAY ABOUT WORKING WITH MELINDA

"She doesn't just build marketing strategy. She rebuilds the entire revenue foundation — and stays in the room until it holds."

— CEO, 8-Figure Online Education Brand

"The combination of direct response precision and strategic depth is rare. Melinda operates at the level of a full-time CMO while bringing the objectivity of a true external partner."

— Founder, Wellness Coaching Brand