



PETER MELO

Social Media Manager

CONTACT

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📍 Dallas, Texas

🌐 petermelo.com/#mywork

EDUCATION

Salve Regina University

Bachelor of Science

Marketing & Business Administration

2014 - 2018

SKILLS

AI

Claude Code/Design, ChatGPT, Gemini Deep Research, Midjourney, + more

Design & Content

Canva, Adobe PS/Illustrator, Figma, Photography, Restream, +more

Social Media

Sprout Social, Typefully, Meltwater, Hootsuite, Sprinklr, +more

Organizational

G-Suite, Microsoft Teams, Slack, Zoom, Calendly, +more

Software Development

Git, GitHub, VSCode, Hugging Face, Runpod, +more

PROFILE

Marketer and critical thinker with 7+ years experience across social media, sales, account management, and brand development. I have proven experience in agency, startup, and corporate offices that allow me to problem-solve and excel in fast-paced environments.

WORK EXPERIENCE

SOCIAL MEDIA MANAGER AND GROWTH STRATEGIST

Distractive

January 2022 - February 2026

- Managed 2M+ audience on X, LinkedIn, Reddit, YouTube, IG, + more
- Grew accounts by 140K net new followers
- Strategized and executed go-to-market strategy
- Collaborated across in-house and contracted teams to meet deadlines

SOCIAL MEDIA MANAGER

PureStake

January 2022 - May 2023

- Owned social media and brand marketing for a 400K+ audience
- Drove 300+ conversions (companies deployed on our dev platform)
- Handled content, community engagement, and messaging strategy
- Ran crisis comms, partner coordination, and reporting

ACCOUNT MANAGER AND SOCIAL MEDIA MANAGER

GroMo

January 2020 - January 2022

- Delivered full-funnel growth marketing for B2B and B2C clients
- Coordinated creative, paid, and strategy teams that met our clients' needs
- Drove 31.7% MoM sales increase for primary client, making it the highest-grossing location in the world for July 2021
- Built an ABM and sales-enablement program for a logistics client

TECH RECRUITER AND SALESPERSON

Diversant

June 2018 - July 2019

- Placed five engineers across four accounts
- Managed relationships with developers & sourced open job reqs