

Peter Melo

978-987-4885 • melopeterj@gmail.com • www.linkedin.com/in/petermelo

PROFESSIONAL EXPERIENCE

Social Media Manager & Growth Strategist - Distractive (Remote | Agency) Jan 2022 - Feb 2026

- Social media management and marketing strategy for Polkadot Network
 - Managed company accounts (2.33M total follows X, Instagram, YouTube, and LinkedIn)
 - Grew net new X followers +140,595, maintained 2.85% engagement rate
- Worked with a team to execute multi-medium campaigns to onboard devs and founders
- Conducted market research for Polkadot's '24 relaunch and subsequent campaigns
- Coordinated and worked in-person conferences, onboarding hundreds of users via activations
- Strategized and produced organic content, activations, and live events

Social Media Manager - PureStake (Remote | Startup) Jan 2022 - May 2023

- In-house social media management (X, YouTube, LinkedIn, Telegram, Discord, Reddit)
 - Grew net new social followers +100,000 and helped reach 300+ projects deployed on our platform
- Worked long hours with close-knit team and managed crisis comms on weekends/overnights
- Conducted in-depth user journey research to inform marketing activities
- Created organic content, ran social media ads, and produced live events

Account Manager & Brand Strategist - GroMo (Dallas, TX | Agency) Jan 2020 - Jan 2022

- Managed client relationships/accounts
 - Acted as POC, prepped agendas, assigned tasks, and presented to c-suites
- Managed social media (Instagram, Facebook, Snapchat, LinkedIn)
 - Worked 1:1 with in-house designer to create and distribute organic content
- Strategized with team on how to service B2B and consumer brands with full funnel programs
- Consulted on direction of brand and marketing efforts across many industries

Tech Sales & Staffing - Diversant (Irving, TX | Corporate) July 2018 - June 2019

- Managed relationships with software developers and engineers
 - Successfully placed five professionals across four accounts
- Stayed up to date on latest industry trends and gaps
- Worked as business developer to source open job reqs

SKILLS

- **AI:** Claude Code/Design, ChatGPT, Gemini Deep Research, Midjourney, + more
- **Design:** Canva, Adobe PS/Illustrator, Figma, Photography
- **Social Media:** Sprout Social, Typefully, Meltwater, Hootsuite, Sprinklr, +more
- **Organizational:** G-Suite, Microsoft Teams, Slack, Zoom, Calendly
- **Software Development:** Git, GitHub, VSCode, Hugging Face, Runpod
- **Blockchain:** Wallets, Exchanges, DApps, Protocols, Explorers

EDUCATION



Bachelor of Science | Salve Regina University

Business Administration & Marketing

Class of 2018