



PETER MELO

Growth Strategist

CONTACT

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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

Blockchain

Wallets, Exchanges, DApps,
Protocols, Explorers, +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 (client: Polkadot Network)

January 2022 - February 2026

- Drove growth marketing in a broader GTM strategy
- Grew audience by 140K net new followers
- Onboarded 1,000+ users and devs at industry conferences
- Translated tech concepts into messaging for mainstream audiences

SOCIAL MEDIA MANAGER

PureStake

January 2022 - May 2023

- Owned growth 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, & performance reporting

ACCOUNT MANAGER AND BRAND STRATEGIST

GroMo

January 2020 - January 2022

- Delivered full-funnel growth marketing for B2B and B2C clients
- 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
- Worked as business developer to source open job reqs