

# Peter Melo

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## PROFESSIONAL EXPERIENCE

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

- Social media management 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
- Conducted market research in development of Polkadot's '24 relaunch campaign
- Strategized and produced organic content, activations, and live events
- Worked across multiple disciplines.

### **Social Media Manager & Strategist** - PureStake (Remote | Web3 Startup) Jan 2022 - May 2023

- In-house social media management (X, YouTube, LinkedIn, Telegram, Discord, Reddit)
- Worked long hours with close-knit team and handled crisis comms during off hours
- Conducted in-depth market research to map user journey and inform campaigns
- Created organic content, ran social media ads, and produced live events

### **Account Manager & Brand Strategist** - GroMo (Dallas, TX | Marketing 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 across many industries
- Consulted on direction of brand and marketing efforts

### **Tech Consultant** - Diversant (Irving, TX | Tech Talent Agency ) 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

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- **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

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### **Bachelor of Science | Salve Regina University**

Business Administration & Marketing  
Class of 2018