

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

- Drove growth marketing in a broader GTM strategy, marketing product releases, including a USDC integration that generated \$200M+ in on-chain liquidity
- Grew audience by 140K net new followers while maintaining a 2.87% engagement rate
- Onboarded 1,000+ users and devs at industry conferences and coordinated sponsorships
- Translated complex blockchain concepts into messaging that landed with mainstream audiences

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

- Drove growth and brand marketing for a 400K+ audience, targeting devs, founders, and users
- Surpassed 300 projects and startups deployed on our platform
- Owned content creation/distribution, community engagement, and platform messaging strategy
- Ran crisis comms, external partner coordination, and performance reporting

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

- Delivered full-funnel growth marketing for B2B and B2C clients within a team, serving as primary PoC and presenting strategy to C-suites
- Drove a 31.7% MoM ticket-sales increase for one client, making it the highest-grossing location in the world for July 2021
- Built an ABM and sales-enablement program for a logistics client, mapping the funnel and building personas to unblock pipeline

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