

MELISSA GALLAND

Marketing Leader & Strategic Growth Partner

Contact

Phone | 360-448-8575

Email | melissa@doandbe.agency

Web | doandbe.agency/portfolio

Technical Skills

- Adobe Creative Suite
- B2B Marketing
- B2C Marketing
- Basecamp
- Budget Management
- Branding & Design
- Creative Direction
- Copywriting
- ... Crisis Communications
- FB Business Manager
- Google Analytics & Ads
- Hootsuite, Spriklr, HeyOrca
- HubSpot
- HR Business Partner
- Journey Mapping
- KPI Reporting
- ... Microsoft BI
- ... Ninety.io
- Profit & Loss
- PR Management
- Process Improvement
- Project Management
- ... Salesforce & Pardot
- Slack, Trello, & Teams
- ... Smartsheets
- Social Media Strategy
- Survey Monkey
- SWOT Analysis
- Team Leader
- Training Development

I am an empathetic & passionate leader of a **results-driven brand experience strategy** that thrives on building happy & high-performing teams. As an avid culture champion, I leverage critical data and seek opportunities to collaborate cross-departmentally to **drive continuous improvements** in experience, performance, & margin within the building industry.

Professional Strengths

STRATEGIC PLANNING | As a leader, I have created and managed the long-term vision, strategy, budget, KPIs, and P&L for a multimillion-dollar marketing strategy spanning the Western United States. As a member of senior leadership teams, I collaborated to develop and achieve BHAGs, 3HAGs, Vivid Visions, and company-wide goals that align with the organizational mission and values.

BRAND EXPERIENCE | As a certified CX Champion and a firm believer that marketing strategy extends beyond the first impression, I leverage my analytical skills to enhance customer and team member experience. My experience running brand strategy ranges from meaningful design and communications to cross-departmental partnerships in human resources, business operations, production, product development, and customer care.

MARKETING | As a marketing and communications leader, I have innovated strategies for paid search, inbound, and organic growth. My experience includes traditional methodologies ranging from radio and television scripts & placement to engaging events and PR partnerships. Passionate about the role of internal communications in the success of an organization, I enjoy developing diverse messaging techniques that improve clarity for the team just as much as creating a pipeline of SQLs.



REFERRAL SALES
33% Increase



REVENUE
11% Increase



WEB TRAFFIC
1,500% Increase

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Professional Recognition

2021 NHQA Bronze
Adair Homes (team)

2019 Core Value Award
Adair Homes

2018 MarCom Award - Blog Design
w/ Digital Agency

2018 MarCom Award - Landing Page
w/ Digital Agency

2017 Exemplary Service Award
Adair Homes

2012 HBA Best Website
Edge Multimedia (team)

In-House Leadership

Director of Brand Strategy & Experience

GINN GROUP | SEP 2021 - MAY 2023

A short-term role as an in-house consultant partnered with the CEO to develop and update the brand experience strategy, refine best practices, identify revenue opportunities, and enhance communications to support company goals. Additionally, I provided sales & marketing leadership for remaining inventory homes before the company transitioned to multifamily.

- Partnered with senior leadership to refine and communicate the EVP (Employee Value Proposition), Vivid Vision, and company BHAG
- Collaborated with HR on the development of best practices, training methodologies, recruiting tactics, & an internal communications platform
- Evaluated performance and financial data to create strategic recommendations aligned with company goals
- Developed templates for high-converting social media (\$0.24 CPC) and engaging activation strategies for multifamily developments
- Led new home sales and marketing efforts for 2 single-family communities

Director of Marketing

ADAIR HOMES | OCT 2014 - SEP 2021

At Adair Homes, I steadily increased responsibility for sales and marketing leadership, customer care, and employee experience. As a senior leadership team member, I grew multiple departments and played a vital role in organizational development. Of the accomplishments over my seven-year tenure, I am incredibly proud of the HR partnership and the corporate culture.

- Implemented a complete rebranding and managed the ongoing development of the brand strategy, including website redesign, comprehensive brand guidelines, refreshed marketing collateral, and innovations to internal communication that decreased unplanned attrition
- Along with a savvy marketing team and a combination of paid search, inbound marketing, listing sites, and traditional media reported consistent increases in MQLs while decreasing the CPA by 5%
- Led and coached the online sales team on a new follow-up process with aggressive goals designed to deliver high-quality SQLs with 24% conversion
- Utilized data from customer surveys, industry trends, and relationships with internal operations and vendor partners to ensure offerings aligned with customer needs, resulting in an 11% gain in ARPU
- Collaborated in the successful opening of 8 new regional locations—led the strategy to develop location-based advertising strategies across four states
- Led a journey mapping exercise leveraging qualitative and quantitative data that resulted in targeted communications & cross-departmental process changes that yielded a national award and a 33% increase in referrals
- Created the go-to-market strategy for new products, established messaging framework, and developed education programs for team members and customers to increase revenue opportunities and customer satisfaction
- Through analysis of surveys and a partnership with HR, helped shape various policies & DEI goals, established a recognition program, created an extensive new hire onboarding, and clarity around core values

Regional Marketing Manager

LENNAR | MAY 2013 - OCT 2014

Launched the Lennar brand in the Portland market utilizing SEM, SEO, and inbound strategies. Managed and produced marketing materials, including print advertisements, press releases, videos, radio scripts, and sales collateral. Managed community launches including model home and sales center build outs, signage, and selection packages. Responsible for all aspects of local social media presence, including design, ad placement, communication, analytics, and content. Collaborated with the national marketing team on business plans, budgets, traffic details, and corporate communication.

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Fueled by Gratitude

Whether volunteering time with my family or serving on a board to make a more significant contribution, I love giving back.

Current involvement includes:

BUILDING INDUSTRY ASSOCIATION
Board of Directors

BUILDING FUTURES FOUNDATION
Secretary, Executive Board

HOME BUILDERS FOUNDATION
Board of Directors and Gala Committee

NAHB DEI COMMITTEE
Vice Chair

PROFESSIONAL WOMEN IN BUILDING
Immediate Past Chair & Advisor

SHE BUILT FOUNDATION
Ambassador

Agency Consulting

Builder Marketing Leader, CX Partner, & Founder

DO&BE AGENCY | JAN 2021 - PRESENT

As the Founder of DO&Be Agency, I spearhead a dedicated team in delivering innovative strategic marketing and customer experience (CX) solutions tailored to the building industry. I oversee all aspects of consulting, ensuring our strategies drive substantial growth and success for our clients. Under my leadership, DO&Be Agency has evolved from a small freelance gig into a well-respected organization recognized for its impactful results, working with a diverse range of clients from family-owned businesses to Fortune 500 companies. Our commitment to excellence has positioned us as thought leaders, regularly invited to speak on industry trends and best practices while actively supporting numerous nonprofits.

Notable accounts: Urban NW Homes, Lexar Homes, Taylor Morrison Portland Division, Ginn Group, Adair Homes, Building Futures Foundation, Generation Homes NW, & More

Senior Director of Brand Experience Strategy

GROUP TWO | JUN 2022 - NOV 2022

At Group Two, a national home builder marketing agency, I led the internal teams that drive creative deliverables, account management, business development, partner success, and internal relations. Focusing on revenue operations, I provided leadership over internal growth strategies. Additionally, I consulted with our partners on everything from advertising and home sales to optimizing options.

Notable accounts: Group Two, The House That She Built, Hubble Homes, Embarq Signature Homes, Origin Homes, & More

Account Manager and Graphic Designer

EDGE MULTIMEDIA | MAR 2011 - SEP 2012

Participated in business development, calling on potential clients, creating RFPs, & strategizing for pitch meetings. Collaborated to develop the marketing strategy for multiple clients ranging from a Fortune 500 home builder, a handful of small local builders, a large retail supply company, and a national nonprofit. Managed the development of assets for social media, SEO, SEM, website design, CMS, PR, partnership building, TV, print, outdoor, digital advertising, direct mail, newsletters, and radio.

Notable accounts: D.R. Horton, Legend Homes, Renaissance Homes, Willamette View, Sun Gro, Portland Rescue Mission, NW Renewable Energy Institute, & More

Note: I have additional professional experiences not detailed here. Please feel free to contact me for more information or visit my LinkedIn profile for additional details.

Ongoing Education

For me, learning is constant with lots of reading, multiple book clubs, leadership groups, podcasts, webinars, and certifications.

- FORRESTER, Certified CX Champion
- HUBSPOT, Inbound, Sales Enablement, Social Media, Email Marketing
- ART INSTITUTE, Digital Design Degree, 3.9 GPA
- CLARK COLLEGE, Journalism & Creative Writing Program, 3.8 GPA
- CWU, General Education Requirements, 3.4 GPA