

Melissa MacAlister

melissa@melissamacalister.com | (516) 850-7691 | New York, New York

PROFESSIONAL EXPERIENCE

Handy Technologies

July 2020 – January 2021

Director, Strategic Partnerships

- Direct ownership and management of multimillion-dollar P&L
- Management and growth of two Fortune 500 enterprise retail accounts, including managing launch of a new partner and planning for international expansion of another
- Manage and coach one Associate Director

Jetblack (absorbed by Walmart in February 2020)

October 2019 – June 2020

Director of Partnerships

- Created and secured executive leadership approval on an annual account strategy, budget, and hiring plan
- Supported, coached and mentored a team of five junior account managers in business development/client management
- Lead the selection, purchase and implementation of the company's first CRM (Salesforce)
- Initiated and lead complex negotiations with top global brands and key channel partners like Shopify and ChannelAdvisor

PowerReviews (partial acquisition of StellaService)

March 2019 – September 2019

Subject Matter Expert

- Created and executed a training program to upskill 100+ existing PowerReviews staff members on StellaService products and operations, ensuring business continuity during partial acquisition of StellaService
- Client-facing lead for launch of a new product, including articulating product positioning and packaging and collaborating with legal to draft agreement templates

StellaService

March 2013 – March 2019

Chief of Staff

- Business leader for the integration of people, processes, and systems after the acquisition of ICCDS in October 2016
- Directly supported Global Head of Stella Metrics in accomplishing the key strategic initiative of achieving profitability for our business unit, including running weekly operational meetings focused on results and establishing KPI's
- In the absence of a sales team, stepped in to fill the gap and independently closed over \$1M in new business in one year with leading global brands

Director of Partnerships

- Directly supported strategic partnerships with enterprise data licensing partners including eBay and Google
- Lead the cross departmental ideation, production and sale of a pilot product, securing over \$70K in new business revenue
- Hired, trained, and managed two direct reports

Account Manager

- Managed hundreds of relationships with e-commerce companies ranging from small business to enterprise level

ZocDoc

October 2011 – December 2012

Account Manager

- Responsible for building the role/team from the ground up, owning retention of accounts within a given territory and achieving over 40% revenue save of all clients who requested cancellations

News America Marketing (a News Corporation Company)

May 2009 – October 2011

Account Associate (promoted from Account Coordinator)

- Partnered directly with company's largest account to build, execute, and analyze advertising and promotional programming

EDUCATION

Hofstra University, Hempstead, NY – May '09 | BA Public Relations Major, English Minor

Honors: Cum Laude Graduate, CAA Commissioners Academic Award, Phi Eta Sigma Honor Society, Honors College

SKILLS

Proficient in MS Office Suite, Google Suite, JIRA, Looker and Salesforce. Basic experience with WordPress.

PERSONAL

Enjoy reading, travel, and barre/yoga. Enthusiastic pet parent and former NCAA Division I Student Athlete.