

MELISSA J. BANKS, M.B.A.

jmelissabanks@gmail.com | +15099794443 | www.melissajbanks.com

ABOUT

Visionary leader with a proven track record of driving growth and transforming the way brands go to market while building diverse, high-performing global teams.

ACHIEVEMENTS

Industry Influence

Executed disruptive marcomm strategies for T. Boone Pickens' renewable natural gas venture in partnership with manufacturing, media, policy, and commercial transportation market leaders.

Illustrative Advocacy

Directed award-winning storytelling campaigns spotlighting the environmental, economic and aesthetic achievements of corporate, industrial, lifestyle, and CPG brands.

Global Growth

Collaboratively led North American GTM strategy for global smart home and hygiene brand while introducing digital retail strategy and growth marketing tactics to surpass revenue goal by over 40%.

Mentorship

Honored with President's Award for collaboratively developing STEM and climate education curriculum while mentoring students in under-served communities around the U.S.

EXPERIENCE

Sr. Marketing Leader - Regional; State & Local Governments - Trane Technologies (3 years, California / Oregon)

- Partnering across enterprise and SBU teams – incl. government and regulatory affairs, sales, marketing, and local SMEs – in developing training, tools and resources to elevate awareness of the regulations, stakeholder values, and incentives influencing market behavior (at the global, national, state, and local market level).
- Researching, monitoring, analyzing and reporting on legislative, regulatory, and political activity influencing commercial building decarbonization adoption in high-priority CI&I markets throughout North America.
- Partnering with local utilities, associations, and public service commissions in educating sales teams, partners and customers on existing/pending relevant commercial building regulations (codes, performance standards, etc) and incentive opportunities.
- Leading North American legislative marketing strategy; providing easy-to-digest insights into regulations and incentives impacting building owners and operators while positioning customer-facing teams as subject matter experts.
- Collaborating with regional and national leaders in executing demand nurturing digital marketing campaigns positioning local customer-facing teams as experts in high-performance building and energy solutions.
- Directing omnichannel customer success story campaigns aimed at amplifying awareness of company's emerging building electrification, energy and decarbonization solutions.

Demand Generation & Strategic Marketing Communications Consultant (14 years)

Select clients: Discovery, TLC Network, Visioneering Studios, All Fundy Capital, Celsius, Stanfield Real Estate, and LPA Architecture.

Sr. Marketing Leader - AXENT Switzerland (2 years, California / Zurich / Xiamen / Shanghai / Frankfurt)

- Led multicultural digital and creative teams in developing a unified global and multilingual brand messaging, media relations, sales training, ecommerce, and retail distribution and marketing strategy.
- Collaborated with global senior executive and product development teams in directing year-round global event marketing strategy with a focus on emerging smart home technologies and collaborations with high-profile brand ambassadors.

Marketing Communications Manager - Clean Energy Fuels (4 years, Newport Beach, CA)

- Directed grassroots community engagement campaigns aimed at mobilizing residents to demand legislative action to reduce carbon emissions and air pollution throughout SoCal communities (in partnership with special interest groups, air quality coalitions, and Port of Los Angeles authorities).
- Collaborated with senior executive, product, and creative teams in developing a library of interactive communications tools used to externally illustrate the environmental and economic impacts of the company's sustainable solutions offering.
- Led in-house and agency teams in curating brand defining B2B customer storytelling, lead nurturing, and sales enabling content marketing campaigns aligned with sales leaders' geographic and strategic growth priorities.

Marketing Specialist - United Rentals (2 years, Seal Beach, CA)

- Developed, executed and managed multichannel B2B marketing campaigns for regional, seasonal, and new product releases.

Executive Marketing Assistant - AEGION (3 years, Costa Mesa, CA)

EDUCATION

M.B.A., Marketing Management
Executive M.B.A., Digital Marketing
B.S., Public Relations & Applied Communications
Global Energy & Climate Policy, Certification

(additional marketing certifications and references available upon request)

Regis University
Rutgers University
California State University, Fullerton
University of London