



Melissa Thompson Currier

COMMUNICATIONS EXPERIENCE: Melissa has a decade of experience in high-tech agency marketing, analysis, media training, events, and media relations. An accomplished web content developer, she coined the “serve and suggest method” of web design and has written a white paper and several articles on the subject, in addition to teaching seminars to fellow marketers on how to incorporate it into their work. Highlights of her professional career include:

Currier Communications, 2002-Present – Provides interactive and marketing communications, design and consulting services to business, not-for-profit and political clients.

Crosby Marketing Communications, Annapolis, MD, 2000-2002 – As founding Director of the Interactive Services group for Crosby, she set the standard for web, electronic and multimedia communications services provided for all clients. As director she was responsible for strategy, budget, internal training and hiring.

AP Partners, Arlington, VA and Annapolis, MD, 1997-2000 – As founder and principal of a communications consulting partnership with an "anything's possible" approach, she provided marketing and interactive strategy consulting services, including web design and development.

NetReference, Sterling, VA, 1996-97 – As analyst and marketing director, she performed multiple duties including technical editor, Webmaster, strategist and salesperson for NetReference's award-winning, web-based subscription service for network architects. She also headed message momentum efforts including collateral materials, direct mail, sales strategies, trade events, and ongoing trade and business press relations, earning NetReference feature coverage in numerous national and international trade publications.

Neva Group, Cambridge, MA, 1995-96 – A business press specialist in a niche-marketing firm founded to promote technology start-ups, she had a hand in many pre- and post-IPO accounts. As counsel to Cascade Communications Corp. (bought by Ascend Communications, which was in-turn bought by Lucent Technologies), she helped Cascade to earn feature coverage in *Fortune*, *Forbes ASAP*, *Red Herring*, *Upside*, *The Wall Street Journal*, and other major media outlets including *CNBC* and *CNN*.

Shandwick Public Affairs, Washington, DC, 1994-95 – As a member of the Technology and Telecommunications team, she was active in the launch of the nation's first PCS system, Sprint Spectrum. She also worked with the Personal Communications Industry Association (PCIA) as counsel to the members of the Paging Services Council, a group comprised of marketing executives from the major paging and wireless companies, which is responsible for developing messages for the wireless industry as a whole. Her responsibilities included message development, collateral materials, competitive analysis, benchmark surveys, executive media training, celebrity endorsements, events, and media relations. Before joining the high tech group, Melissa worked on issues research, media relations, events and collateral materials for other Shandwick clients including Monsanto, Perkins Coie, the United States Mint and the United States Department of Energy.

OTHER PROFESSIONAL EXPERIENCE:

Melissa has taught political technology seminars in the Campaign and Advocacy Schools at the Leadership Institute. She has also lead discussion programs for summer fellows at the Ronald H. Brown Foundation in Washington, DC.

EDUCATION: The George Washington University, Elliott School of International Affairs
B. A. International Communications, 1994