

HANNAH MELLO, M.ED.

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SUMMARY

Journeying with individuals, teams and organizations navigating complexities in collaboratively (co)designing and developing institutions and systems while honoring varied identities, cultures, and differences among people. Employing extensive training with proven success in evolving internal cultures, establishing lasting systems for quality performance, and fostering fluid stakeholder engagement. Having served as a collaborative brand strategist for over 22 years across verticals and sectors—dedicated to the deep listening of organizational identity, history, and future visioning.

- Authentic Organizational Identity
- Brand Design and Development
- Transition Design
- Change Leadership
- Intercultural Communications
- Executive Leadership Coaching
- Interactive Event Design
- Lifecycle Stakeholder Engagement
- Generative Brainstorm Facilitation
- Training and Talent Development
- Integrated Data Analytics and Storytelling

WORK EXPERIENCE

Designer, Consultant, CAMBIO..... 2015-Present

- Brand, Mixed Media and Experience Design: discovery, exploration, strategy, identity, deliverables, and expression
- Facilitating organizational change and development, *including*:
 - Shifting a 100 year-old nonprofit in collaboration with Senior Leadership, Board of Directors, and Staff to a new identity, structure and operations—including transforming systems, processes, procedures and the roles of Executive Team, Board, Human Resources, Tech, Communications, Development, and Community Engagement
- Consulting for brand and business vision, identity, strategy, transformational change, communications, leadership; Leading co-designed organizational development processes
- Coaching individuals through strategic listening toward defined goals in leadership, business, and/or personal development
- Creative direction, team leadership and design direction of organizations' brand discovery, exploration, strategy, identity, deliverables, and expression
- Instructional design and leadership development training at the request of organizations, *including*:
 - Designing an action learning course for faculty, administrators and staff at Shoreline Community College to change ways of working and interacting with students, rooted in intercultural sensitivity and equity

Director of Marketing & Communications, Friend of Youth..... 2021-2022

- Brand, Mixed Media and Experience Design: discovery, exploration, strategy, identity, deliverables, and expression
- Brand strategy, redesign, development and implementation including website redesign
- Data culture and information systems analysis, discovery and design in partnership with cross-functional teams; Standardization of file management and data management systems
- Organization-wide change management plan and approach design, in consultation with Senior Leadership
- Comprehensive, efficient internal and external communications; Creating norms and structures for efficient meetings, agency-wide, including opportunities for All Staff Q&A and community-building
- Developing internal infrastructure and partnerships across departments and teams to undergird internal and external communications strategies, workflow and collaboration // Examples include: Crisis communications response systems and coordination; Unified data storytelling strategy; Integrated employee lifecycle strategy and planning; Conducting an inclusive, appreciative inquiry of organizational state, cultural health, assessments and surveys to date, and opportunities for immediate efficiency in internal communications, identity and culture

- Creating new marketing communications departmental budget, and advising on budgets with Development, Data, Program, and IT
- Board retreat facilitation

Senior Consultant, Organizational Effectiveness, Unify Consulting.....2020-2021

Specializing in: *Talent and Organizational Strategy, Change Management, Learning and Development, Organizational Design, Strategic Communications, Stakeholder Engagement, Experience Design*

Client: T-Mobile

- Strategy and leadership for the identification, naming, branding, and development of a new enterprise-wide program within T-Mobile, overseen by the Data Governance Office with key partners including Product & Technology, Legal Affairs, Digital Security, and T-Mobile for Business
- Collaborating with leadership and across departments and vendor teams on engagement strategies and deliverables, including for onboarding, awareness-building, and training while offering feedback and resources for design and messaging

Client: Premera Blue Cross

- Collaborating on internal communication strategy for enterprise-wide organizational development initiatives that are focused on changing and optimizing fundamental ways of doing business
- Leading communications within the Business Transformation Office and its "Re-Imagine" portfolio of work tied to company-wide, corporate goals—including messaging and positioning through to execution of core deliverables
- Serving as point of contact for program teams for strategic and tactical communication support

Senior Communications Specialist, Change Management, Flexible Road LLC.....2019

Client: Microsoft

- Leading strategy and execution of all communications for a global project's rollout to all employees across 140 countries with significant organizational development implications—including business process, culture and behavioral change
- Consulting project leader on operational planning, forecasting and internal messaging
- Cross-functional partnerships with HR, Finance, Communications, and Global Talent Acquisition

Strategic Communications Manager, Workforce Development Council of Seattle-King County.....2016-2019

- Organizational development and change consulting with all internal and external communications, including data-rich and human-centered storytelling to 45,000+ individuals of the public utilizing WorkSource, government agencies at every level, while coaching and mentoring staff
- Managing a business-led board of directors and committees, including communication plans
- Brand, collateral, and content development management and design in collaboration with Senior Leadership, Data, Finance, Marketing Communications and Program—from annual reports, newsletters, media relations, briefs, and more
- Organizing and facilitating meetings with City and County partners and representatives from Congress with strategically designed print and digital materials

- Redesigning all operations systems with HR, Program Contracts, Government Relations, Data, Facilities and others—*including:*
 - Developing organizational-wide file management systems and naming conventions, templates for all core workflow, and evaluation of software systems for all staff use
 - Creating the organization’s first-ever annual report with integrated data storytelling—merging disconnected analytics with qualitative experiences to share a more complete picture of the organization’s actions, outcomes and impact with visuals in partnership with Senior Leadership, Data, Program, and Marketing Communications
 - Advising Senior Leadership on staffing and talent management strategy, as well as leadership development for supervisors
- Leading a new approach to office facilities décor and signage, as well as signage in WorkSource Seattle-King County locations
- Leading the strategy and roll-out of brand redesign, resources and communication systems for 47+ sites of WorkSource within the American One-Stop Job Center Network for all staff, everyday use and implementation
- Elected as brand development lead for the State of Washington, including designing and directing training roll-out statewide in partnership with Washington State Employment Security Department and regional directors
- Strategic partnerships to shape messaging and content for legislative action with United States Conference of Mayors, United States Congress and House of Representatives among other key communication and training partnerships with local, state and national agencies

Learning Strategist, Conduent / Xerox Global Learning Services.....2015-2016

Client: one of the world’s leading tech companies based in Mountain View, CA

- Consulting on a business development project engaging HR, Facilities, and Data divisions
- Persona research design and communications' structures for project management and client meetings

Director of Marketing and Communications, Seattle University.....2011-2016

- Communications' strategy and design throughout the customer journey and relationship lifecycle for a college within the university with graduate-level degree and certificate programs
- Integrated advertising and communications campaign design and development, including all print collateral, website, event branding, email marketing, social media management and video production
- Strategic planning partnerships with marketing communications and development groups across the university; board meeting presentations and committee facilitation; staff professional development programs' design and co-facilitation; consulting administrators, faculty and staff on branding, event planning, communications, promotions, and design projects; grant reporting
- Conference design and development, all marketing and advertising, design of day-of interactive activities, as well as speaker selection committee participation: Seattle University's signature event, the "Search for Meaning Book Festival" 2012, 2013, 2014

Marketing & Sales Specialist, Cherwell Software / Express Metrics.....2010-2011

- Strategic creation of sales team communication processes in direct consultation with company founder and CFO; change management systems, communications and roll-out deliverables; planning and hosting team-building trainings and social events
- Design and project management of multi-platform marketing and sales campaigns from lead generation throughout every stage of the customer journey: email campaigns, direct mail, industry marketing, launching and developing a webinar program and more

- Management of international sales: EMEA and APAC regions, direct customer care and sales for Latin America and India regions

Marketing & Public Relations Manager.....2008-2012

Kayak Connection · Big Brothers Big Sisters of Santa Cruz County · The Abbey Coffee, Art & Music Lounge

- Campaign development and management including copy, graphic design, and photography for print collateral and advertising, email campaigns, e-newsletters, website, social media, press releases, operations communications, and e-commerce assets; corporate partnership PR, communications and contracts including event coordination, press interviews and public speaking
- Strategic business development consultation for executive director and business owners; creation and management of internship programs including job descriptions, interviews and operations' system creation; managing interns, booking agent and art curator

Marketing Coordinator, Destination Sites, Condé Nast Digital, NY NY.....2007-2008

- Design and execution of marketing communications and project management for VogueRunway.com, Men.Style.com, and Flip.com in collaboration with in-house design, advertising, editorial, PR, production teams as well as Vogue and GQ department partners
- Social media management, assisting custom brand research and consumer response testing; event coordination, project management, hosting and PR for branded fashion industry events and internal department events; managing B2B partnerships and external vendor relationships

Visitors Services Representative, Museum of Jewish Heritage, NY NY.....2007

- Customer engagement and recruitment, including event services
- Public programs' online management on special contract with Development Office: writing HTML and event database management, including use of Raiser's Edge and other Content Management Systems

Certified Teacher, Teaching English as a Foreign Language, Benedict Schools, Italy.....2005-2007

- Teaching individuals and groups of all ages, levels and learning needs: C-level executives, company employees, state school students, and more on-site in corporations and schools, in a private language school and/or private homes
- Curriculum design, format and creation including visual aid and game design
- Content and design of monthly newsletter for Oxford Language School in Modena, IT

Director of Creative Arts & Leadership Development, Vintage Faith2004-2005

- Strategy and branding, event design and execution, project management, PR, and all internal and external communications for 5 weekly interactive events for 200-500 participants, public gallery shows and indoor and outdoor installations, workshops and more
- Program leadership and recruitment of 90+ diverse artists for inclusion in an active arts community, managing 4 team leaders; monthly creative meeting design and facilitation for concept collaboration and interactive event execution

Administrative Assistant, Arts & Event Design, SCBC2003-2004

- Facilitating event design, mixed media presentation arts and collaborative team building and workflow

Assistant Resident Advisor, Bethany University2001-2004

- Fostering a holistically safe and welcoming residential culture; coaching and support for individual residents, team-building, event design
- Leadership training: communication, social dynamics, neuropsychology, trait and factor personality tests and learning styles

Program Director, Bethany University2002-2003

- Branding, strategic planning and development of each semester's university-wide theme including logo marks, program and content design, copy and descriptions, content and curriculum, promotional materials, set design and mixed media presentations; building relationships with local leaders and scholars as guest presenters; bridging program connections with university faculty
- Event design, execution and hosting of 144 gatherings for all university students, faculty and staff; planning and execution of 1-4 art and music events monthly; leading and recruiting a 30+ member creative team, planning and facilitating weekly meetings, all program logistics

Human Resources Management Assistant, Shepherd's Gate Womens & Children's Shelter.....2001-2002

- Project supports including office organizational systems redesign and document redesign

EDUCATION

Master of Arts in Adult Education & Training, Specialization in Human Resource Development | Seattle University

Certified, Integrated Talent Management | Association for Talent Development

Certified Human-Centered Design Practitioner | LUMA Institute

Certified Teacher, Teaching English as a Foreign Language (TEFL) | Via Lingua - Korinthos, Greece

Continuing Education:

46 courses in intercultural leadership skill development, including communications for equity, change management and applied social sciences in organizational development

Bachelor of Arts in Biblical & Theological Studies, Minor in Interdisciplinary Studies - Cum Laude | Bethany University

VOLUNTEER LEADERSHIP

Founder, Co-lead with Community | Nulvi Galleria d'Arte | 2024-present

A socio-cultural community space to honor the people and history of Nulvi, Sardinia and its vibrant present and future. Special projects always created in partnership and collaboration.

Transition Designer | Common Cause Collective | 2019-present

Common Cause brings together designers of all disciplines who want to make an impact socially, environmentally, economically, and culturally. Their approach is based in systems thinking and transition design, working to co-create a just and regenerative future.

Board Member | Skills, Inc. | 2021-2022

One of Washington State's largest aerospace engineering manufacturers employing neurodiverse adults.

TEACHING AND ASSISTANTSHIPS

Colorado State University	<i>Annual Guest, Mock Interview Coaching and Consulting</i> 2020-Present	Remote / Ft. Collins, CO
Shoreline Community College	<i>Instructional Design, Subcontract for Dr. Bob Hughes, Action Learning Course</i> 2018	Seattle, WA
Seattle University	<i>Co-teaching, graduate-level courses: "Social Media Leadership" & "Missional Leadership"</i> 2015-2016	Seattle, WA
Benedict Schools	<i>Certified Teacher, Teaching English as a Foreign Language</i> 2005 - 2007	Napoli & Modena, Italy
Freelance, Contract	<i>One-on-one Tutor, High School language, grammar, science and math</i> 2003	Scotts Valley, CA
Bethany University	<i>Professor's Assistant, Hebrew Literature</i> 2002	Scotts Valley, CA
Christian Center High School	<i>Teacher's Assistant, Advanced Spanish</i> 2000	Pittsburg, CA
Via Lingua	<i>Student Teaching, Teaching English as a Foreign Language</i> 2005	Korinthos, Greece
The Athenian School	<i>Drama Instructor, Teacher's Assistant, Teaching English as a Foreign Language</i> 1997-1998	Danville, CA

CONFERENCE AND COURSE DESIGN, WORKSHOPS AND PRODUCTION

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- Conference design and development, including speaker selection committee participation and design of interactive expressions along with all marketing communications and advertising: Seattle University's signature event, the "Search Meaning Book Festival" 2012, 2013, 2014
 - Conference design strategy support: WorkSource Summit 2017 for WorkSource Washington / Washington State Employment Security Department
 - Course series brand and messaging: all titles and descriptions for seven courses within a Seattle University asynchronous series, funded by the Lilly Foundation Inc. to impact the student debt issue
 - Course strategy and design: "Marketing" module of a Seattle University asynchronous course
 - Course strategy, design and co-facilitation: "Social Media Leadership" graduate-level Seattle University course
 - Course module content and co-facilitation: "Missional Leadership" graduate-level Seattle University course
 - Staff Colloquium strategy, design and co-facilitation: "Social Identity & Implicit Bias" for Seattle University, School of Theology & Ministry
 - Workshop design and delivery:
 - "Backcasting, Transition Design" with Common Cause Collective for the 2021 Frontier Set Convening of 29 colleges and universities through funding from the Bill and Melinda Gates Foundation
 - "Career Planning Part I & II" for SharpHeels Seattle
 - "Creating a Sharing Culture: Adaptable Tools, Policies & Resources for Social Media" for the Association of Theological Schools
 - "Event Design with the Audience in Mind" for Seattle University, Ecumenical & Interreligious program faculty and staff
 - "Information Pipeline: Tools & Resources for Effective Engagement" for the Washington Workforce Association Conference
 - "Organizational Storytelling" for "Authentic Communication for Nonprofits & Organizers" at Seattle University

- "The New Marketing 101: Storytelling, Content Marketing & Social Community Life" for the International Network of Str Papers (INSP)'s Global Street Paper Summit
- Assistant Producer, film projects: Carwin Media, Greg Westhoff Productions and Tideway Creative

PROFESSIONAL MEMBERSHIPS AND AFFILIATIONS

Association for Talent Development (ATD), Puget Sound Chapter
 California Workforce Association (CWA)
 National Association of Workforce Boards (NAWB)
 Seattle Art Museum (SAM)
 United States Conference of Mayors (USCM), Workforce Board
 Washington Workforce Association (WWA)
 American Civil Liberties Union (ACLU)

SELECT CONTINUING EDUCATION

An Exploration of Interdisciplinary Research: Race, Injustice & Language in Education (2017, 2018)|

Stanford University, Graduate School of Education

Association of Theological Schools, Student Personnel Administrators Conference 2015

Civilians Serving Veterans with Post Traumatic Stress Disorder (PTSD) | Dr. Sara Smucker Barnwell –

Washington State Department of Veterans Affairs, Veterans Training Support Center

Collaborations for Cause: Innovations in Visual Storytelling for Impact 2013, 2015 | Blue Earth Alliance

Countering Bias in Hiring | Tina Abbott & Paula Harris-White - King County

Creating Gracious Space to Enhance Intercultural Communication | Center for Ethical Leadership

Critical Pedagogy Summit: Social Justice + Education | University of Washington

Dismantling Racism Series: Washington's Racist Past? | Rainier Arts Center

Embodied Anatomy | Michael Hamm, LMT CCST

Emerald Street: Race, Class, Culture and the History of Hip Hop | Dr. Daudi Abe, Northwest African American Museum

Exploring Cognitive Diversity & Navigating Cultural Differences | Allison Thomas, - Ernst & Young, LLC

Exploring Race & Class Intersections Workshop | Class Action

Figuring History for Educators: Art & Representation | Seattle Art Museum

Future of Learning: Developing Agility in a Rapidly Changing World (breakout sessions in Change Management, Massive Open Online Courses – MOOCs, and more) | Association for Talent Development (ATD), Puget Sound Chapter

Global Street Papers Summit 2015

Healing the Hate | World Without Hate (WWH)

Hip Hop as a Vehicle for Activism | Dr. Daudi Abe with artist-activists, Museum of History & Industry (MOHAI)

Hiring & Retaining a Diverse Workforce | Cultures Connecting

Intercultural Communication: The Developmental Model of Intercultural Sensitivity (DMIS) |Cheryl Forster, Psy.D.

JournalismSoWhite | Town Hall Seattle, Enrique Cerna of KCTS with panelists from the Seattle Times, South Seattle Emerald and others

Labor Market Data K-12 Educators Forum: Resources, Context, Challenges | Washington STEM, Seattle Region Partnership, King County

Leadership & Conflict Resolution Training | Center for Dialog & Resolution

Leadership Development Series: Creative Leadership, Neuroscience and Psychology, Learning and Communication Styles, Conflict Resolution, Visioneering, Arts' Integration in Communications, and more | Bethany University

Leadership Development Series: *Supervision, Feedback, Conflict Resolution and Solution Finding, Inter-*

Hannah Mello, M.Ed.

generational Collaboration, Communication in the Workplace, and more | Seattle University

Leadership Series: Organizational Behavioral Management (Motivation at Work, National Culture, Professional Culture, Organizational Culture, Emotional Intelligence, Leadership & Followership) | Dr. Linda Herkenhoff / Bee School, Beekeeper

Leadership Skills for Workplace Diversity | HR & Equity Consulting Firm, Leadership for Change

Love as Resistance | Dr. Cornel West

National Association of Workforce Boards Conference 2017

Poverty Immersion Workshop | Seattle University, funded by the Bill and Melinda Gates Foundation

Race & Policing | Seattle CityClub, Seattle Channel

Race, Justice & Democracy Townhall | Mayor of Seattle, Nikkita Oliver, Marcus Green, WA State Supreme Court Justice Steven Gonzalez

Recognizing and Interrupting Racial Micro-Aggressions | Fran Partridge & Bernardo Ruiz - Seattle Public Schools

Responses to Change: Leading People through Transition | Seattle University

Seattle Race Conference 2015

Showing What We Tell: Building Cross-Racial Relationships | Dr. Robin DiAngelo & Darlene Flynn - Seattle Public Schools

Storytelling for Boards & Executive Directors | The Better Fundraising Co.

Syrian Refugee Conversation | Intercommunity Peace & Justice Center

TEDx Seattle 2015, 2016, 2017, 2020

The Neuroscience of Change | Charles Pratt Consulting

The Racialization of Power and Privilege | Racial Equity Consultants, LLC

Therapeutic Conversations in Narrative Therapy: Workshops on New Practice, Theory, Research & Culture 20016, *receiving 18 CE credits from the Canadian Counseling & Psychotherapy Association* | Vancouver School for Narrative Therapy

Unconscious & Implicit Bias Series: Recruiting & Retaining a Diverse Workforce | Women's Center for Leaders

Undoing Institutional Racism (3x) - Seattle, Portland, Kirkland | The People's Institute Northwest

"Under the Hood" at SightLife: Gamification at Work | Association of Talent Development, Puget Sound Chapter

United States Conference of Mayors, including Workforce Development Board meetings 2017

Unpacking White Privilege in Schools and Classrooms | Cultures Connecting

Washington Workforce Association Conference 2016, 2017

We are all Trayvon: An Evening with Sybrina Fulton | Seattle University

What does (the organizational model of) sociocracy offer towards ending classism? | Sociocracy for All & Class Action

#BlackLivesMatter PechaKucha 2015 | Seattle University

LANGUAGES

English *native proficiency*

Italian *learner, intermediate*