

MELANI DIZON

Boulder, CO | dizonmelani@gmail.com | (720) 422-9067 | [LinkedIn](#)

COPYWRITER | CONTENT MARKETING SPECIALIST | CONTENT WRITER

- Senior educational content leader with extensive experience across non-profit, education, legal, technology, health, small business, and creative industries.
- Master-level copywriter with experience writing copy for websites, blogs, email campaigns, sales communications, press releases, online courses, video scripts, case studies, speeches, books, and more.
- Adept at creating and implementing educational training programs and systems that improve communication, streamline processes, drive growth, reduce redundancies, and improve efficiency.
- Distinct problem-solver and strategy builder with extensive experience evaluating systems and delivery processes and devising improvements supporting overall business initiative goals.
- Trusted coach and leader.
- Strong written and verbal communicator who can join forces with all levels of an organization and establish loyal and genuine relationships with board members, leaders, partners, vendors, contractors, subject matter experts, the community, and colleagues.
- Fervent and progressive learner and proven collaborator who supports the development of productive teams.

PROFESSIONAL EXPERIENCE

COPYWRITER & EDITOR - PATIENT EDUCATOR | BOULDER, CO

01/2023-PRESENT

MELANIDIZON.COM

Provide copywriting, medical and health writing, editing, and SME video interviewing services. Write website copy, blog posts, email campaigns, sales communications, operations manuals, style guides, online courses, video scripts, case studies, speeches, books, and more.

DAVIS PHINNEY FOUNDATION FOR PARKINSON'S | LOUISVILLE, CO

03/2022-08/2023

DIRECTOR OF PATIENT EDUCATION & CONTENT

Rehired to create and deliver patient education content that was paused after my departure and create a succession plan for my role.

Project Highlights

- Worked with the Executive Director to **acquire content assets from two organizations** and created **marketing and content plans** for repurposing and delivering content to meet the needs of the Parkinson's community.
- Designed, created, teed up, and partnered with Rush University Medical College to deliver an extensive, 10-session educational program for Parkinson's care partners.
- Participated in the **design and reorganization** of the Foundation's leadership team.
- Mentored a new Content Manager and hired and onboarded a new Director of Education.
- **Created Director of Education Playbook** that included all processes, systems, relationships, and expertise owned by the seat.
- Wrote, edited, and published **150+ blog posts** on Parkinson's patient and care partner education.
- Served as **Editor-in-Chief** for all Foundation content and external communications for the Foundation.
- **Hosted 91 Livestream interviews** and hosted over **30 live and recorded webinars and meetups**, contributing to an **increase in YouTube subscriber base by more than 84% over 15 months**.

CROSSFIT, INC. | BOULDER, CO

08/2021-03/2022

DIRECTOR OF EDUCATIONAL CONTENT

Led a world-class content team that sets the industry standard for high-quality health and fitness content. Managed simultaneous content and educational projects against an aggressive strategic growth roadmap and revenue targets. Responsible for building and developing a content team and leveraging appropriate external resources to augment in-house expertise.

Project Highlights

- Collaborated with the EDU senior leadership team on the overall **EDU strategic roadmap**.
- Accountable for **end-to-end delivery** of content projects on the strategic roadmap and responsible for building the content framework for deciding and prioritizing content initiatives.
- Maintained a comprehensive long-term content calendar.
- Provided **board and executive-level presentations** of the roadmap, content calendar, business cases, and other initiatives.
- Established and maintained internal working processes that enabled **multiple parallel deliveries against an aggressive** and ongoing release schedule.
- Ensured all copy and content adhered to **company style guides** and **course rulesets**.
- Developed budgetary guidelines for content deliveries, established and managed content resourcing plans for EDU products, and ensured content **deliveries were within budget**.
- Provided copy and marketing messaging to cross-functional teams to help promote content and brand across **nine channels**.

DAVIS PHINNEY FOUNDATION FOR PARKINSON'S | LOUISVILLE, CO**2018 – 2021*****DIRECTOR OF EDUCATION, CONTENT & RESEARCH***

Hired to design, develop, implement, and oversee a Parkinson's patient education program. Additionally served as **copywriter** and **editor-in-chief** for the Foundation. Responsible for recruiting and onboarding members of our Science Advisory Board and driving our research initiatives. Worked closely with 80+ Foundation Ambassadors, board members, Parkinson's experts, and SMEs across the globe to provide best-in-class education to our community. Responsible for developing budgetary guidelines and ensuring all educational programs work within established budgets. As a Senior Leadership Team member, reported to the Executive Director and Board of Directors.

Project Highlights

- Created patient education and produced **70+ videos in three years**, increasing **YouTube subscriber base by more than 1,000%**.
- Directed, wrote, edited, and published **600+ blog posts** on Parkinson's patient and care partner education.
- Created, hosted, and managed **60+ webinars** with the top Parkinson's physicians, surgeons, and allied health professionals in the field.
- Initiated, designed, and **established the Parkinson's Podcast**, providing patients with an educational and entertaining news and commentary resource.
- Designed and hosted **seven virtual fundraising and educational events** with 7,000+ participants.
- Led the **overhaul of a 400-page go-to print resource** for people with Parkinson's. Project included creating new content, editing, collaborating with 50+ subject matter experts, and managing third-party vendors.
- Designed, wrote, and published a **200+ page printed manual for Parkinson's care partners** that has been distributed to 20,000+ individuals, families, and clinics.
- Established and maintained a **content feedback program** to ensure best-in-class education for Parkinson's patients and industry stakeholders.
- To increase efficiency and communication and bring more programs to market across all departments, **spearheaded the transition to Monday.com** project management software, including training and onboarding 20+ staff members across five departments and serving as the point person for PM/technology troubleshooting.
- Provided **board-level presentations** of educational initiatives, editorial calendars, business cases, and long-term educational goals.
- **Collaborated with board members** on the overall education strategic roadmap.
- Responsible for deciding on and **prioritizing all content initiatives**.
- Served on the **strategic planning committee**.

WRITING & MARKETING CONSULTANCY | BOULDER, CO**1995 – 2017*****COPYWRITER & MARKETING, CONTENT, AND BUSINESS CONSULTANT***

Provided copywriting, content, and editing services for clients needing project/content development, including websites, blogs, email campaigns, sales communications, operations manuals, press releases, online courses, video scripts, case studies, speeches, books, and more. Developed editorial calendars and launch plans for high-profile and complex educational projects. Managed marketing and strategy projects for existing and new products/services, including social media campaigns, product/event launches, video content, and public relations material. Defined, guided, and assessed project benchmarks and progress while collaborating with C-level clients and overseeing contractor teams.

Business/Management Highlights

- Served as Marketing Director and then CMO for a New York Times Best Selling Author, **growing sales revenue by 25% in one year.**
- **Built, launched, and grew writing and marketing consultation business** with continuous expansion of client base, service offerings, contractors, and revenue growth.
- **Created, coordinated, and managed a contractor team of writers and subject matter experts** for timely, efficient, and meticulous delivery of all client projects.
- Contracted with **multiple marketing agencies to provide strategy and copywriting** to small businesses, entrepreneurs, bestselling authors, and more. Wrote thousands of marketing and sales emails and collateral content for end-to-end funnels.
- Completed more than **8,500 hours of project management experience.**
- Delivered **8,000+ hours of coaching** for individuals and groups.

EDUCATION & PROFESSIONAL DEVELOPMENT**MASTER OF EDUCATION | UNIVERSITY OF VIRGINIA****POST B.A. PROGRAM | UNIVERSITY OF COLORADO AT BOULDER****MASTER OF ARTS | UNIVERSITY OF DETROIT MERCY****BACHELOR OF ARTS | MARQUETTE UNIVERSITY****ADVANCED CERTIFIED PERSONAL & EXECUTIVE COACH | COLLEGE OF EXECUTIVE COACHING****PROFESSIONAL CERTIFICATE IN MEDICAL WRITING & EDITING | UNIVERSITY OF CHICAGO, PROFESSIONAL EDUCATION****PMP® EXAM PREP CERTIFICATION | PROJECT MANAGEMENT ACADEMY****NEXT MBA MARKETING DIRECTOR COURSE | SETH GODIN****WRITING & MARKETING PROFESSIONAL DEVELOPMENT****CERTIFICATIONS**

- Copy Hackers: Certified Conversion Copywriter
- Copyblogger: Certified Master Level Content Marketing Strategist
- Hubspot: Certified Inbound Marketing Specialist
- Digital Marketer: Certified Customer Value Optimization Specialist
- MediaBistro: Copy Editing Certificate Program