

Melissa is the VP Group Director on the Choice Hotels and Emirate Airline accounts at Havas Media, a leading global communications and marketing group. Throughout her 15 year career, she's focused on digital media and measurement, clients looking to her for expertise in both driving ROI and building brands across display, mobile, OLV, social, and SEM.

Over the past few years, Melissa has lead the Choice team to win numerous awards for their successful efforts in the travel marketing space including an Internationalist Gold and ARF David Ogilvy Silver for the Choice Summer Road Trip Yelp program, a HSMAI (Hospitality Sales & Marketing Association International) Gold for the Scripps Smart Travel for Less program, a Boston AdClub Award for the Diversity Targeted Comfort Inn program, and a MITX What's Next Awards nomination for the Promotional Direct Response program.

Havas took Emirates on within the last year and Melissa's team started strong, launching the Boston and Chicago routes with large local market bonanzas, promoting the A380 launch in Dallas, San Francisco, and Houston, as well as launching three major national initiatives highlighting amenities and destinations. One of the year's highlights was a partnership with Microsoft at the Cannes Lions International Festival where Emirates was featured as part of an innovative pilot program that focused on the importance of multi-screen for both consumers and advertisers.

Throughout her career, Melissa has worked with other major travel accounts, helping to drive heads in beds and bodies in seats, for clients like Hyatt Hotels and Marriott International. Prior to joining Havas, Melissa lead digital media teams at Digitas, Carat, and Allen & Gerritsen working on a variety of brands including Showtime, IBM, Stonyfield Farms, Wachovia Bank, Neiman Marcus, Johnson & Johnson, Gillette, American Express, and Federal Express.

She has been the recipient of the AdClub's Media All-Star award and is also very active in the local and national media communities, having served as a member of the Boston Interactive Media Association's Executive Committee, sitting on committees for the Boston AdClub, and serving as a judge for the MITX and Effie awards.

Melissa earned a Masters degree in mass communications from Boston University, where she also moonlights as adjunct professor of Interactive Marketing.