

PAUL D. MELTON

Education

NEW YORK UNIVERSITY

PhD in Progress, Media, Culture, & Communication, 2007-PRESENT

- Pursued interdisciplinary program of study, including classes at Stern School of Business and the Institute of Fine Arts. Specific courses focused on critical theory, history and theory of the public sphere, art history and economics, print culture and modernity, creativity and design, globalization and media, visual culture and consumption, communications research history, and qualitative methods of inquiry
- Instructed "Introduction to Human Culture and Communication" and led discussion sections for "Introduction to Media Studies" and "History of Communications"
- Taught as adjunct faculty in Stern School of Business' undergraduate Social Impact Curriculum courses
- Javits Fellow, US Department of Education
- Member, Cultures of Finance Working Group, Institute for Public Knowledge (www.nyu.edu/ipk/)
- Consumption Theory Seminar 2009, Center for Research in Transitional Societies, Bilkent University, Turkey

UNIVERSITY OF KANSAS

Bachelor of Science, Mathematics with Honors and Highest Distinction, 1993-1997

Bachelor of Arts, Spanish with Honors and Highest Distinction, 1993-1997

- Honors awarded for completing graduate-level curriculum and for senior research and theses: "Applications of Moving Mesh Methods to 2D Orthogonal Grid Generation," "*Vispera del gozo: Hacia una lectura posmoderna / posfeminista de la vanguardia española,*" and "*Amores de segunda mano: Disidencia sexual/textual en los cuentos de Enrique Serna*"
- Highest distinction awarded to top 3% of class (4.0 cum GPA)
- Phi Beta Kappa, Sigma Delta Pi, University Scholar, Departmental Scholarships (various)
- Instructed two algebra classes per semester (five semesters, 20+ students per class)
- Six-month paid internship at stop loss insurance/risk management company
- Published the English translation of prologue in *Hubo un tiempo/There Was a Time*, a poetry anthology

Professional Experience

LAPLACA COHEN, 2008–2010

Strategy & Branding Department (www.laplacacohen.com) – Pioneering arts marketing firm, providing a full-range of advertising, media, design, and strategy services to visual and performing arts institutions across the nation. Client base has recently expanded to include architecture firms, galleries, and other businesses with affinities to the arts.

Strategist

Recruited as summer associate to support new business development and subsequently retained as strategist to support resulting projects and new research initiatives. After leaving full-time, continued to work as a project-based consultant.

- Conducted qualitative research (e.g., communications audits, individual and group semi-structured interviews) for brand strategy and strategic planning projects for a national arts organization, regionally focused art museum, and a university contemporary art center. Presented findings and analysis to Board of Directors.
- Prepared proposals and managed contract negotiations for several new projects with major national museums

COMMUNICATIONS CONSULTANT, 2007—2008

Selectively pursued independent projects in communications consulting while preparing to enter and the pursuing PhD program of study (see "Education"). Projects completed include the following:

- Conducted research and analysis (including media audits) for public relations firm specializing in health science, contributing to new business development; including proposals for new business, custom research for major consumer goods client, and survey analysis and presentation for global disease awareness initiative commissioned by the international marketing division of a major pharmaceutical company
- Designed, edited, and produced monthly newsletter to launch boutique management consulting firm
- Edited business plan and proposal presentations for risk management start-up
- Provided strategic counsel for media outreach for retail-focused consulting firm
- Created catalog design and edited marketing texts for toy producer

WORLD BANK GROUP, 2004–2006

International Finance Corporation (IFC), Latin America and the Caribbean (www.ifc.org/lac) – Largest source of multilateral project finance for private sector companies in developing countries with US\$26.7 billion in its committed portfolio in FY06. Latin America and the Caribbean represents IFC's largest regional portfolio, US\$8.3 billion in FY06.

Communications Officer

Recruited as consultant to design communications program for new Latin America advisory services unit (five-year mandate, \$40 million budget). Quickly brought on as staff to lead program implementation and support corporate communications and business development for regional investment department.

- Designed and implemented comprehensive communications strategy including branding, media outreach, print collateral, and web presence for advisory services unit
- Cultivated and managed local media relationships for Andean region and monitored coverage for internal reporting
- Created internal communications strategy and designed marketing collateral for regional business development
- Designed 3-year regional operations strategy and budget proposal (\$90+ million total) presentations
- Produced multiple publications, including annual reports, donor proposals, white papers, and quarterly newsletters
- Negotiated and managed contracts with consultants and service providers in 4 countries
- Engineered knowledge management strategies for advisory services unit

TELEGEOGRAPHY, INC., 2000-2004

International telecom research, publishing, and consulting firm (www.telegeography.com) – Industry leader for statistics and analysis of telecom traffic and infrastructure for clients in over 100 countries. Average annual revenues US\$3 million.

Managing Editor and Senior Researcher

Completed Internet backbone study and then pioneered North American long-haul fiber networks research, culminating in annual stand-alone publication on terrestrial fiber networks in Europe, North America, and Latin America. Managed relationships with Latin American telecom companies, regulators, media. Led research and analysis of mobile telephony.

- Managed research and publication process for industry reports: developing specifications and time line, managing a team of researchers and systems/design staff, and coordinating with sales and media relations team
- Created and implemented communications strategy for Latin America region and negotiated global research agreements with major multinational operators (e.g., Telefónica, Cable & Wireless), 30% increase in participation
- Invited to speak at international conferences in US and Brazil
- Designed and executed media strategies for product releases
- Produced marketing collateral and book layouts using Quark and Adobe suites

MICROSTRATEGY, INC., 2000

Business intelligence software company (www.microstrategy.com) – Pioneer in customer relationship management, data-mining, and decision support solutions.

Technical Editor

Provided editorial and knowledge management support for global sales team. Supported internal communications initiatives for Information Technology directorate.

- Produced and edited directorate newsletter for circulation to over 1,500 employees
- Compiled, edited, and formatted content for Knowledge Base, an internal sales support web site
- Led Knowledge Base training sessions for incoming sales staff

FUNDACIÓN PÚBLICA DE ENSEÑANZAS UNIVERSITARIAS, 1998-1999

Spanish language academy in Ronda, Spain (www.rondapiee.com) – A joint venture of Universidad de Málaga and the local government, the academy provides language and culture courses to students from Europe, North America, and Asia.

Regional Program Coordinator

Recruited by Chair of Spanish & Portuguese Department of University of Kansas (KU) for program development and administration, with special emphasis on supporting recently launched KU study abroad program.

- Developed new programs with American universities, resulting in 50% enrollment increase over one year
- Managed all educational exchange programs with American universities, including credit evaluation and transfer and on-site student support including academic counseling, cultural orientation sessions, conflict resolution

Additional Information

Languages: English (native), Spanish (bilingual), Portuguese (intermediate), Turkish (elementary)

Interests: Media and cultural theory; contemporary art, architecture, design, & film; rural & gastronomic tourism

Technical: Working knowledge of all Office programs, as well as FilemakerPro and some Adobe Creative Suite