

Melissa Franklin

VP of Client Services



In her role as director of client execution, Melissa oversees project management and client solutions. Melissa, an executive project management professional, brings extensive transformational leadership training to the business. She is known for her ability to see the large vision, while managing the details, organize copious amounts of complex information and lead collaborative teams to accomplish large strategic initiatives. Melissa's expertise encompasses successfully leading enterprise-wide and high-profile projects in both the public and private sectors.

Melissa has a range of experience including in digital marketing, K-12 urban education (Chicago Public Schools and Atlanta Public Schools), non-profit management, consulting and government agencies. Melissa has advanced project management experience deploying and using: Content Management Systems, Customer Relationship Systems (two enterprise-wide Salesforce deployments), rebranding initiatives, and grant management systems.

Prior to this role, she served as the director of marketing for a transformational leadership consulting company where she led a company-wide rebranding effort. She was formerly managing director for a local education fund in Atlanta, where she helped setup the non-profit from the ground up. Melissa excelled at developing and building systems and processes to manage and oversee requirements to administer \$20M dollars in grants annually. She has held senior level project management positions with the Chicago public schools and the Chicago housing authority.

Melissa spends time in her community volunteering as the executive director for the Grayson Area Friends of Lacrosse organization. She is also a level 200 registered yoga teacher and teaches free community classes. Melissa earned a bachelor's of science degree from DeVry in technical project management, and an MBA in marketing from Keller School of Management.