

# Leah Messina

CEO & Founder of Sinuate Media - The Organic Marketing Company

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## Summary

Leah Messina is an experienced digital marketer, content producer, and web publisher. For over 14 years, she has pioneered innovative social media strategy, digital brand management, and content promotion through emerging technology. She has worked extensively for consumer brands including GEICO, Black & Decker, Ace Hardware, and A&E Television, developing & managing digital promotion strategies for product launches.

In 2006, Leah launched Sinuate Media, a digital marketing consulting firm that emphasizes the collaboration between digital and traditional strategies. This guiding principle is embodied in her concept of organic marketing TM, a widely used term in the digital marketing space to describe the fusion of social media with emerging technology, barter media, and traditional marketing methods to provide engaging and effective search results.

Prior to launching Sinuate Media, Leah worked both for marketing agencies & web publishers, where she lead projects for entertainment brands including The History Channel, Sony Music, & Random House, as well as consulted with companies such American Express & Imperial Brands, importer of Sobieski Vodka, on emerging internet technology. In 1999, she helped launch Kiwibox.com, a popular online teen magazine that was successfully sold in 2007.

She holds a BA in Professional Writing & Communication Design from Carnegie Mellon University and a MS in Marketing from the Carey Business School at Johns Hopkins University. She is a past board member for the National Association of Women Business Owners - Baltimore. She won NAWBO's 2007 "Rookie of the Year" award & is a 2009 recipient of the Brava Award from SmartCEO magazine. She is also owns & manages a portfolio of women's interest websites, including BookDivas.com, a leading online book community for young adults.

Leah is a Board Member for the Las Cruces Green Chamber of Commerce and the founder of NETWorks Las Cruces, southern New Mexico's only marketing networking group.

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## Experience

### **Founder & CEO at Sinuate Media**

January 2006 - Present (10 years 9 months)

Founder of Sinuate Media, a digital marketing and social media consulting firm, and the concept of Organic Marketing.

Since 2006, we have been providing a holistic approach to marketing to clients in the consumer products, entertainment, food & beverage, and professional services industries.

Additionally, we have trained hundreds of professionals how to successfully execute and manage social media within their organization.

My expertise is in:

- Integrating digital marketing and social media campaigns with offline marketing strategies
- Establishing brand consistency cross-media
- Strategic consulting, including digital marketing plan development and analytics interpretation
- Creative campaign development & execution

Some highlights have included:

- Through a robust blogger outreach & digital marketing campaign, helped increase the ratings of an annual televised sports event 3x from the previous year
- Established social media presence on Facebook & Twitter & provided strategic counsel for major brands in television and consumer products
- Successfully created positive word-of-mouth among the coveted mom market through a blogger roundtable & outreach program for an all-nature pharmaceutical company
- Acted as the outsourced VP of Digital Marketing for an ecommerce company, helping to establish their brand, digital marketing plan, and social media strategy

In addition to client services, I managed a portfolio of women-focused websites, including one of the longest running online book clubs, BookDivas.com, which offered book reviews, interviews, writing & publishing advice, contests, and provided a community for book lovers. I served as Editor of BookDivas.com since 2003 & acquired the site in January of 2007. My responsibilities included strategic & editorial direction, overseeing web development, marketing & sales, new program development for author promotion. Book Divas and The Diva Network were successfully sold in 2015.

## **Managing Partner at Approach Positive**

**March 2014 - Present** (2 years 7 months)

Approach Positive is a marketing and communications firm serving the sciences. We believe in giving a voice to those dedicating their lives to the pursuit of knowledge and discovery, improving our communities and embarking on noteworthy missions.

Our approach is to provide the means and strategy to help such organizations reach those who should know about their work. In order to do this, we've designed an effective process especially suited for marketing the sciences, technology and medicine. The process includes:

Planning # Content Development # Public Relations # Digital Marketing Management # Analytic Evaluation

As the Co-Founder and Managing Partner, I am responsible for our clients' strategic planning, email marketing programs and public relations.

Learn more: <http://www.approachpositive.com>

### **Enterprise Advisor at Arrowhead Center at New Mexico State University**

January 2014 - Present (2 years 9 months)

The Arrowhead Center at NMSU is an incubator providing support to product developers and entrepreneurs launching start-up companies.

As an Enterprise Advisor, I provide digital marketing strategy consulting to start-up businesses preparing to launch into the marketplace for the first time. In addition, I advise on product promotion, social media marketing, and online branding.

### **Account Executive at ElectricArtists**

October 2003 - January 2006 (2 years 4 months)

- Organized and ran digital marketing campaigns for entertainment clients including releases of video games, television, DVDs, movies, books, and music.
- Responsibilities included developing creative concepts for online marketing, proposal creation for clients, researching online outlets, vendor management, website & blogger outreach to generate online publicity, distributing content, and overseeing of creative development of online games and sweepstakes.
- Clients included American Express, History Channel, A&E, E!, Oxygen Network, Svedka Vodka, Atari and others.
- Provided consulting and strategic POVs to major brands on marketing uses of new technology
- Assisted in managing a trend program to introduce corporate executives to new and emerging technology, fashion, food, and consumer products.
- Executed online promotions for the publishing industry on BookDivas.com

### **Communications Coordinator at EHC Communications, Inc**

January 2003 - June 2003 (6 months)

Assisted in coordinating education programs and meetings for doctors to learn about new pharmaceuticals, including preparation of program materials, speaker coordination, and program evaluation.

### **Senior Music Editor at Kiwibox.com**

October 1999 - June 2003 (3 years 9 months)

- Established & managed a virtual team of writers to develop content for the music section of Kiwibox.
- Forged relationships with major records label for content and advertising opportunities

- Created & maintained an editorial calendar
- Conducted interviews of musicians & reviewed new music
- Published content using Kiwibox's custom CMS & HTML

### **Editor & Writer at College Prowler**

September 2002 - December 2002 (4 months)

Edited and wrote college guidebooks on George Washington University, Boston College, American University, University of Wisconsin, & Indiana University.

### **Media Intern at Kenneth Cole Productions**

May 2002 - September 2002 (5 months)

Worked with the media buying team to determine Kenneth Cole's advertising strategy and plan.

### **Creative Department Intern at McCann-Erickson**

June 2001 - August 2001 (3 months)

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## Skills & Expertise

**Web Content Management**

**Strategy Development**

**Digital Branding**

**Digital Marketing**

**Digital Strategy**

**Digital Media**

**Social Media Monitoring**

**Social Media Development**

**Social Media Outreach**

**Social Media Relations**

**Social Media Marketing**

**Product Marketing**

**Online Marketing**

**Social Media**

**Online PR**

**Social Networking**

**Social Media Measurement**

**Strategy**

**Public Relations**

**Web Publishing**

**Entrepreneurship**

**Young Adult Literature**

**Youth Marketing**

**Sports Marketing**

**Entertainment Marketing**

**Graphic Design**

**Wordpress**  
**Online Advertising**  
**Start-ups**  
**Marketing Strategy**  
**Entertainment**  
**E-commerce**  
**Advertising**  
**Mobile Marketing**  
**Event Planning**  
**Marketing**  
**WordPress**  
**Analytics**  
**Integrated Marketing**  
**Business Development**  
**Email Marketing**  
**Brand Development**  
**Creative Strategy**  
**Web Marketing**  
**Facebook**  
**Blogging**  
**New Media**  
**Marketing Management**  
**SEO**  
**Interactive Marketing**

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## Education

### **The Johns Hopkins University - Carey Business School**

MS, Marketing, 2005 - 2010

### **Carnegie Mellon University**

BA, Professional Writing, Communication Design, 1999 - 2003

Activities and Societies: The Tartan (school newspaper), The Carnegie Mellon University Press, Kaleidoscope (annual art show for BHA/BSA students)

### **Scoula Lorenzo De'Medici (Florence, Italy)**

Design, 2001 - 2001

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## Interests

new technology, social media, consumer product promotion, partnership marketing, training teams and business owners on digital marketing, interactive marketing, travel, design, mixed media art, music, reading, audiobooks, photography

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## 27 people have recommended Leah

"I recently hired Leah to help ensure that my branding was consistent on my website and Facebook and twitter pages. I also asked her to create a Facebook ad campaign. Leah asked many questions as she clearly wanted to get a thorough understanding of the TRAVELER - my emerging travel services counseling service. I am very pleased with the results and would not hesitate to consult with her again."

— **Rob Kavalek**, was Leah's client

"Leah is the most knowledgeable social media and organic marketing expert I have met. As Sinuate Media worked with my company internally, and with external clients referred, she demonstrated a comprehensive, in-depth approach to online marketing research, social media marketing implementation and ROI based analytics."

— **Christopher Woodland**, was with another company when working with Leah at Sinuate Media

"I have had the good fortune to work with Leah for several years on a number of campaigns and am always impressed with her ability to quickly assess a client's needs and develop strategies that deliver great results. Leah is one of the few professionals in social media marketing who uses a customized approach to creating marketing plans - no two campaigns are alike, which is tremendously valuable for clients looking to differentiate themselves."

— **Melissa Macchiavelli**, reported to Leah at Sinuate Media

"I attended three social media classes that Leah offered to NAWBO members - Facebook, Twitter, and Blogging. Leah is very effective in presenting these new tools for social media marketing and clear ideas on how to integrate their uses. I highly recommend Leah Messina and Sinuate Media! Linda Tice"

— **Linda Tice**, was Leah's client

"Leah, Is a client with a dynamic personality and a ready smile. She is a motivating force and ready to jump in and help. I have recommend Leah to several friends and clients who need her special knowledge and skills. I plan on recommending Leah again in the future."

— **David Betz**, was a consultant or contractor to Leah at Sinuate Media

"I have had the pleasure of working with Leah on a professional, networking level as well as during our time together at the Johns Hopkins Carey School of Business. She is a dedicated and forward thinking individual with inspiring ideas. Her commitment to staying on the cusp of today's leading marketing technology initiatives makes her a sought-after and successful marketer in Baltimore."

— **Lindsay Kelley**, was with another company when working with Leah at Sinuate Media

"Leah is a very impressive business professional. I've been working with Leah as her business coach since fall 2008. Leah has the clear vision for her business, something that is so critical for a business to be successful. Leah had the foresight to develop a marketing company that embraced social media marketing long before other companies had identified the value of that type of marketing. Leah is very knowledgeable and delivers quality service. For anyone looking to hire a company with social media marketing expertise, Leah and Sinuate Media are an excellent choice."

— **Susan Katz**, was a consultant or contractor to Leah at Sinuate Media

"Leah is a great resource for anyone seeking to learn more about online and social media marketing -- or for businesses and organizations looking for help in these areas. I've had the chance to hear her speak on a number of occasions. I've also enjoyed the opportunity to discuss my organizations efforts with her, as she is a volunteer member of our Marketing Committee. She is knowledgeable, engaging and full of ideas. Regardless of your knowledge and experience with online marketing, you'll learn something from Leah."

— **Will Burns**, was with another company when working with Leah at Sinuate Media

"I've worked with Leah on projects for our clients on numerous occasions and through two companies, Electric Artists, and her own company Sinuate Media. Leah is a pleasure to work with and a real hard worker. She is very dedicated, creative, and always willing to go the extra mile to address a client need. She has great attention to detail and always thinking about how to move clients' businesses forward. I recommend her highly."

— **Ruby Gottlieb**, was Leah's client

"I first became aware of Leah when BookDivas.com came on my radar screen. I absolutely love the forum she provides for young women. As a young girl (and, even now) I loose myself in books and can only imagine what fun it would have been to participate in all of the offerings Leah and BookDivas provide. Leah and one of her business associates were guests on our WomanTalk Live show - and they not only shared great information with our listeners, they were incredibly fun guests to interview."

— **Ann Quasman**, was with another company when working with Leah at Sinuate Media

"Leah's the perfect blend of leading-edge marketing savvy and down-to-earth counsel that immediately instills confidence among clients looking to build online and social media into their marketing programs. I've

not hesitated to introduce her to a number of my own clients and colleagues as a go-to resource for online strategy and execution. Smart, creative, effective. I look forward to many more opportunities to partner with Leah and her team."

— **Cathy Austin**, was with another company when working with Leah at Sinuate Media

"Leah Messina first hit my radar screen with a strong recommendation from Will Burns, the Director of Communications for the Maryland Chamber of Commerce. When Will says he endorses someone, that carries a tremendous amount of weight with me as I know the vetting he does. Her timing and services couldn't have been better for the marketplace. I run an educational and peer support group for marketing executives in the Baltimore region. One of the internal topics of interest has been social media and social networks corporate best practices. Before I had even heard Leah present on these topics, I had lined up speaking engagements for her (again, based on the weight of Will's words and an insightful conversation Leah and I had at Golden West Café). The feedback I got from the people who had booked her was phenomenal. I have since had her present to my marketing group as well as our firm. She has an encompassing grasp of all things social media and a long tenure working in the field. As someone once said to me about Leah, "There are a lot of charlatans out there pretending to know this stuff and commanding large sums of money, but they aren't even close to Leah in knowledge". When Leah asked if I would endorse her, I was excited to share what I knew about the Queen of Social Media."

— **Andrew Rose**, was with another company when working with Leah at Sinuate Media

"Leah redesigned a Facebook page for one of our clients and added some really fun and easy-to-use apps and functionality. We were very impressed by her ability to quickly assess what was needed and to provide a practical, affordable action plan. Leah and her team delivered more and better than promised. We would definitely hire Leah again. In fact, maybe really, really soon! (Oh & the client was thrilled!)"

— **Wendy Scherer**, was Leah's client

"Leah is one of those people who I feel very comfortable calling with my "odd ball" questions related to SEO and social marketing to help support the core strategy and branding services my firm offers. It's critical to have a big picture of all means of "touching" customers and hard for one person or one firm to have its pulse on everything so I rely on Leah for her core expertise and to help me figure out how best to incorporate social marketing into my client's overall Marketing Plan. She's very down to earth, friendly and easy to work with."

— **Dina Wasmer**, was with another company when working with Leah at Sinuate Media

"I am proud to consider Leah as a colleague and part of my marketing community. She has done excellent work for me - and is at the cutting edge of what is happening in Internet Marketing. She has also been a guest speaker at my JHU Graduate Marketing class, and wowed our students with her grasp of what is happening in this very exciting space. I would not hesitate to recommend her to anyone."



— **Bruce Gregoire**, was Leah's client

"When I need training, advice or assistance with online social media, I go to Leah Messina. She is the expert on the topic. Leah recently led a workshop on best practices for Facebook, Linked In and Twitter for our attorneys, and her presentation was a big hit. I've also had the privilege of hearing Leah speak to other groups, and she never disappoints. She has the ability to educate while inspiring people to use these tools for business, even if they take baby steps. I would recommend Leah and her agency to anyone trying to get started or run a marketing/PR campaign that involves online social media."

— **Tina Lewandowski**, was Leah's client

"Leah has an excellent grasp of marketing, social media and how they may be used in tandem. I've heard her speak on several occasions and had the chance to work with her - I would recommend Leah and her company to anyone."

— **John Frizzera**, was with another company when working with Leah at Sinate Media

"Leah did a fabulous job helping me redo my website. She had excellent and creative ideas. I would recommend her for ALL your marketing projects."

— **Salli Ward**, was Leah's client

"“I had the pleasure of working with Leah on a variety of marketing projects. Her in-depth knowledge of marketing technology combined with her ability to develop creative, cost-effective solutions makes her an asset on any project.”"

— **Michael Pizzo**, was with another company when working with Leah at Sinate Media

"Leah is a former coworker who I have hired on multiple occasions for her expertise, execution and ability to change the plan when it isn't working."

— **Jason Madhosingh**, was Leah's client

"Leah Messina is an expert in the area of new media marketing. I can trust Leah to handle both the strategy and the details of an effective online marketing campaign. Additionally, she brings a smile and an enjoyable personality to the work experience. I will recommend her to all of my business contacts who need help navigating the new media world."

— **Otis Smith**, was with another company when working with Leah at Sinate Media

"I had contact with Leah Messina as part of her role as Account Executive at ElectricArtists when she was promoting the work of authors. I always found her to be courteous, highly efficient and dedicated to her clients - and all contact I had with her was friendly and to our mutual benefit."

— **Steve Mazey**, was with another company when working with Leah at ElectricArtists

"I worked with Leah on a variety of assignments in my time at ElectricArtists and found her to be a substantial partner. Her unique insights into media from multiple perspectives, marketing expertise based on both instinct and formal learning, and clear, friendly communication style made her one of my favorite people to work with. I would do it again in a heartbeat./"

— **Jason Madhosingh**, managed Leah indirectly at ElectricArtists

"In all my dealings with Leah, she has been courteous, and willing to go that extra mile even when it's not required. While collaborating with her on an interactive project for American Express, she continually showed professionalism and the ability to manage complex communications to synchronize work across multiple partners and constituencies."

— **Brion Roberto**, was with another company when working with Leah at ElectricArtists

"Leah is my favorite publicist. I always know that I can completely trust her. She is quick to respond to any questions I have. She is just a pleasure to deal with."

— **Jacalynn West**, was Leah's client

"Leah pioneered Kiwibox's Music Section. Initially she set up our contacts with all major music labels, working from scratch and building valuable business relationships. She is an extremely diligent and hard worker. She is excellent at maintaining PR and B2B contacts, and has excellent writing skills."

— **Ivan Tumanov**, managed Leah indirectly at Kiwibox.com

"Leah was always fantastic to work with. She was friendly and able to accomplish anything. She is extremely talented."

— **Jasmine K.**, worked directly with Leah at Kiwibox.com

[Contact Leah on LinkedIn](#)