

Melody Kramer

Experienced audience growth professional with 20 years experience leading and managing teams, identifying and building audiences, translating and curating information, and increasing engagement in person, in print, and online for mission-driven organizations and causes.

EXPERIENCE

University of North Carolina at Chapel Hill — Director of Communications, Carolina Population Center

2021 - PRESENT

Led communications and content design for a 300-person research center with \$250 million in grants.

Director of Communications, Carolina Demography

2019 - PRESENT

Led communications and content design for demographic research center serving North Carolina's leaders.

Expanded demographic newsletter readership to 9,000 digital subscribers with a 70%+ open rate, targeting North Carolina leaders for informed decision-making.

Successfully secured and managed a \$100,000 grant from Z. Smith Reynolds Foundation, contributing to the center's societal impact and academic excellence.

Wikimedia Foundation — Senior Audience Development Manager

2016 - 2017

Led a team of accomplished communications professionals to expand Wikipedia's audience and deepen relationships with existing audiences, leveraging the platform's position as the 5th largest website globally.

Managed the Wikimedia Foundation blog and social media team, collaborating closely with product and global teams to drive digital traffic growth, enhance search and social reach, increase donations during fundraising campaigns, and develop outreach tools to engage new audiences.

Spearheaded an interdepartmental audience research project to enhance understanding of the Wikimedia Foundation's audience perception and development strategies. Identified gaps in audience comprehension and devised a unified framework for audience development and segmentation.

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[Full resume and portfolio:](#)

melodykramer.github.io

EDUCATION

• **University of Pennsylvania, 2006;** B.A. Creative Writing (magna cum laude)

• **Harvard University, 2015;** Visiting Nieman Fellowship

• **University of North Carolina at Greensboro.** MLIS in Library and Information Sciences; 4.0 GPA.

SERVICE & ACTIVITIES

• **Orange Water and Sewage Authority,** Vice Chair, Board of Directors, 2022-present

Library of Congress Digital Advisory Board, 2019-2021

• **Reader, Knight News Challenge, Libraries,** 2016.

• **Python Teaching Assistant, Hear Me Code,** 2014-2016.

• **Code for America,** 2013- 2016.

ADDITIONAL EXPERIENCE

• **NPR:** Digital strategist and editor; Kroc Fellow; Writer, producer, and director, 2006-2015.

Directed NPR's engagement across all social networks; produced and wrote for Wait Wait Don't Tell Me; reported and directed national broadcasts.

• **National Geographic Magazine:** Writer and editor, 2013.

Served as a writer and editor for National Geographic, contributing to both the print magazine and its digital platforms.

• **Fresh Air with Terry Gross,** Digital Director, 2010-2012.

Unique visitors to the Fresh Air website grew by 40 percent over the previous year, outpacing NPR's flagship news programs.

Hedgehog + Fox — Co-Founder

2017 - PRESENT

Research, prototyping and measurement of big ideas and revenue-generating projects for media companies across the United States. H+F advocates for and creates sustainable, diverse journalism with a focus on the health of the American democracy. Clients include StoryCorps, the Ashoka Foundation, Kaiser Health News, KQED and the Knight Foundation.

General Services Administration, 18F —Communications lead

2015-2016

Served as a communications lead on term appointment within technical digital services team.

Directed comprehensive communications and content strategy for various products, notably including rollout of Federal Web Design Standards and the White House's Social and Behavioral Sciences Team (SBST)

Co-led onboarding initiatives for 18F and other components of the federal government, facilitating smoother and faster transitions and fostering collaboration across diverse teams.

SELECTED PUBLICATIONS

Newsroom Numeracy: Five strategies for working with metrics
American Press Institute, February 2019

Why women are primed to pioneer zero-waste journalism
The Poynter Institute, April 2019

7 Next Steps for #FreePress
The Poynter Institute, August 2018

F is for Future: How to Think About Public Media's Next 50 Years
The John S. and James L. Knight Foundation, Fall 2017

The most exciting company in media sells a card game
Nieman Lab, 2016

Wizard Rock: Harry Potter Goes Punk
NPR, 2007

SELECTED AWARDS

- Peabody Award: 2008
- iTunes best Podcast of Year, Fresh Air, 2012
- Village Voice Web Awards (Best Professional Tumblr), 2012

SELECTED PUBLIC LECTURES

- Triangle Open Data Day Keynote (2016), "Building Open Source Tools and Working in the Open"
- Newsgeist Featured speaker, (2015)
- ORDCamp (Google) (2015), "The future of podcasting."
- Mozfest (2014), "Thinking about the user: a journalism product workshop."
- International Symposium on Online Journalism. Keynote (2014), "Building an Analytics Culture in your Newsroom."
- Berkman Center for Internet and Society, Harvard University Speaker (2014), "Expanding the Definition of Membership in Public Media."