



MEL'S BIO IN A NUTSHELL

Melanie Dierich is Head of Media & Marketing at Parcellly and leading all B2B & B2C Marketing and Media activity, including Digital, SEO, Social, Content, Advertising, Conferences, Award entries and PR as well as key account management for Costcutter Supermarkets Group and Palmer&Harvey.

Prior to joining Parcellly, Melanie pursued a successful career in Marketing, Business Development, Communication Strategy and Media Auditing. With over 10+ years of industry experience, her most recent positions held were Global New Business Director at Carat (Dentsu Aegis Network) and Group Director EMEA Business development at MEC (GroupM / WPP network). Further roles include media consulting for international brands like Mazda, Burberry, Allianz, Kimberly Clarke; media communication strategy development for Procter&Gamble as well as international marketing for Schwarzkopf&Henkel.

Melanie holds a Master's Degree in Business of the RWTH University of Aachen and an Executive Master in Marketing & Creativity from the ESCP Europe. In her spare time she is a keen traveller and interested in art, fashion and the ever changing food scene in London.

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