

Duane Melius

Digital & social leadership · Paid social · Strategy

Brighton & Hove, UK · remote / hybrid

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Portfolio: [sunseeds.world](#)

Portfolio ↗

Perfect Pitch ↗

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0 → 12

regional social team built across 3 countries

1M

Mahindra fans in a year; WAT Gold award

30K

OCBC fans in six months; Singapore's most-engaged bank page

£250K

Sistema UK pitch won in month one

10 min

pitch strategy that took 2 weeks, via my own SaaS

PROFILE

Digital and social leader with 15+ years' agency experience across the UK, Europe and APAC. I built the regional social function at VMLY&R from nothing to 12 specialists across Singapore, India and Indonesia, then led digital at Burson-Marsteller. I run paid campaigns across social, bring organic and paid together around shared commercial KPIs, and build the reporting that shows what's working. Comfortable with the technical side of strategy and automation. Available immediately.

KEY SKILLS

- **Paid & social:** strategy, planning and optimisation across paid social, search, programmatic, display, video and audio, focused on conversions, leads and engagement.
- **Organic + paid as one system:** one set of KPIs tied to commercial outcomes, one content and optimisation rhythm, shared playbooks and QA across markets.
- **Tracking & reporting:** GA4 and Looker; KPIs, attribution and optimisation cadences set with analytics teams, so everyone can see performance clearly.
- **Enabling teams:** playbooks, training and tooling that make specialists faster, including a 400-page "Digital Bible" for 50+ consultants.
- **Technical confidence:** Python, Flask, PostgreSQL, API integration, HTML/CSS; at ease working with developers on tools and data.
- **Commercial impact:** contributed to millions in wins for agency clients across entertainment, banking, technology, F&B and FMCG.

EXPERIENCE

Founder & Product Architect · Perfect Pitch ([perfectpitch.site](#))

2025 – present

- Designed, built and launched an AI-driven RFP analysis platform solo (Python, Flask, PostgreSQL); MVP in ~90 days, cutting pitch strategy work from ~2 weeks to 10 minutes.
- Rebuilt the front end in 2026, taking the mobile PageSpeed score from 26 to 96.
- Self-taught coding, hosting, databases and AI integration along the way.

Strategic Proposals & BD Consultant · Click2View, Singapore / remote

2023 – 2025

- Secured Cloudflare; supported wins and strategy for Visa, Barclays Investment Bank, Deloitte and AI Singapore.
- Led performance strategy within proposals and stabilised multiple at-risk accounts.
- Built proposal toolkits and market analysis guides to lift win rates; overhauled brand and SOPs across 6+ departments.

Freelance Strategy & Digital Consultant · Mulberry MC, UK

2021 – 2022

- Won the Sistema UK pitch in my first month (est. £250K revenue).
- Mentored 4 senior team members; introduced A/B testing and sharper reporting.

Head of Digital · Burson-Marsteller, Frankfurt

2017 – 2018

- Rebuilt digital capability across 3 offices; wrote a 400-page Digital Bible for 50+ consultants.
- Led pitch strategy to win Agoda Germany; mentored an 8-person leadership cohort.

Director · Rep Worldwide, Singapore

2014 – 2018

- Grew a boutique agency to £1M+ (SGD 2M+) revenue; clients included Heineken SEA, Epson, Club Med and OCBC Bank.
- Delivered a 350% engagement uplift for Epson and 250% growth for Archipelago Brewery.
- Ran social-led campaigns where organic content and paid amplification worked as one system: shared KPIs, one content and optimisation calendar, common playbooks across markets.
- Launched OCBC's Facebook page and grew it to 30K followers in six months; consistently the most-engaged bank page in Singapore (Socialbakers).

Head of Social Media · VMLY&R, Southeast Asia

2010 – 2013

- Built the regional social function from 0 to 12 specialists across Singapore, India and Indonesia; ~1,000% revenue growth in under 3 years.
- Contributed to the Mahindra and Danone wins.
- Mahindra: benchmarked competitors and engagement data, then moved the strategy from corporate reporting to a human tone. The fan page passed 1 million followers within the year, outperformed its sector and won a WAT Gold award.

Founder · Sense Media, UK

2002 – 2010

- Designed and scaled a youth media platform to a circulation of up to 10K.
- Co-raised £7M+ for youth enterprise programmes.
- Built partnerships with MTV, Olympus, Channel 4 and the UK Cabinet Office.
- Recognition: Top 20 UK Social Entrepreneurs; Honorary Fellow, Royal Society of Arts (RSA).

SELECTED CLIENTS

Agencies	WPP, VMLY&R, Burson-Marsteller, STW Group
Finance	Barclays Investment Bank, Standard Chartered, OCBC Bank, Visa, Prudential, ANZ, CFA Institute
Tech	Google, Microsoft, Cloudflare, Deloitte, Epson, Olympus, 3M
Consumer	Heineken, Danone, Revlon, Club Med, Agoda, Mahindra, CooperVision, Sistema, CapitaLand
Media	Sony Pictures, MTV, Channel 4
Public	MINDEF, GovTech, Singapore Tourism Board, UK Cabinet Office

AWARDS & SPEAKING

Webby Awards Honouree · Facebook Studio Award · WAT Social Media Award (Gold) · Speaker at the Singapore Institute of Marketing and Social Media Week Singapore

INTERESTS

Live music and London's grassroots venue scene. Music production: my EP [RIDE OF YOUR LIFE](#) is out now. Writing as Dante Black on [Substack](#).