

Melanie Spratford

Melanie Spratford, Business Development Writer, is responsible for writing and editing a range of client-facing materials, including business proposals, sales presentations, marketing collaterals, web site content, newsletters, and client deliverables. In this role, she partners with consultants to understand client needs, develop solutions, and translate those solutions into compelling text.

Before joining GG+A, Melanie was Director at JHW Hospitality Consulting where she managed all marketing and branding. For over twelve years she worked in the special events industry, supporting sales and business development activities of some of Chicago's premiere catering companies. With the teams at Finesse Cuisine, Food For Thought, and Wolfgang Puck Catering she focused on marketing and played a significant role in new business development through her work on proposals and RFP responses. Melanie has also managed website design and social media programs. Before joining the catering industry, she was with the Special Events Department of the Field Museum and worked as a theater stage manager.

Melanie holds a Bachelor of Arts in Sociology from Kenyon College and in 2012 became a *Jeopardy!* Champion.