



“Those who tell the stories rule the world.”

~ Hopi proverb

Michelle Mellon has over 30 years of experience as a professional storyteller with over 25 years working in marketing. She founded WordBird LLC in 2024 to formalize more than a decade of freelance work creating content and content/messaging/communication strategies for individuals, startups, nonprofits, and agencies across areas as diverse as environmental justice, performing arts, refugee assistance, animal rescue, fintech, public housing, and professional coaching.

Concurrent with most of her freelance experiences, Michelle held in-house roles in a variety of organizations. Most recently she served as the Thought Leadership Director at SalientMG, where she built and managed the agency’s Executive Thought Leadership Program, operating as strategist and ghostwriter for C-suite clients in technology B2B and DTC startup organizations.

Prior to SalientMG, Michelle worked as the English-language content writer and blog editor in the Munich, Germany headquarters of process mining software unicorn Celonis. Before Celonis she managed marketing content and public relations for San Francisco Bay area land conservation nonprofit Peninsula Open Space Trust while also managing content and public relations for the San Francisco Dogfish, a semi-professional ultimate frisbee team.

Michelle held previous positions as the senior copywriter for electronic educational toy manufacturer LeapFrog Enterprises, Inc., communications associate for Phillips Graduate Institute, and project manager at consulting firm Marasco Newton, Ltd. She began her career with administrative, event planning, membership, and webmaster roles at the American Association of Colleges of Nursing.

Michelle earned a B.A. in English from The College of William & Mary and an M.A. in Liberal Studies from Georgetown University. She currently serves on the Board of Trustees for the Minority Freedom Community Fund and is a lifetime member of Alpha Phi Omega co-educational service fraternity.

In 2024 Michelle was designated “America’s Greatest Thinker” as the winner of the Great American Think-Off annual essay and debate competition.

In her spare time, she is an author of award-winning speculative short fiction, including two short story collections and dozens of story publications in anthologies, magazines, and a podcast.