



**MELIA L. LYERLY, CBC**  
**Executive Vice President**  
**and COO**

**Professional Experience:**  
 Melia has amassed more than 35 years of experience in marketing, advertising and

public relations. She has helped a range of local, national and international clients in numerous industries and is accredited as a Certified Business Communicator (CBC) by the Business Marketing Association.

As Chief Operating Officer for Lyerly Agency, Melia provides valuable counsel for agency clients and helps them amplify their unique marketing and communication efforts. Additionally, Melia supervises all creative work and day-to-day operations of the agency and oversees all production, media planning and media buying services.

Melia has a talent for numbers and is fondly referred to as the “human calculator.” She is an expert in negotiating and works to budget-consciously provide value for every client to provide bottom-line impact and deliver strong results.

**Management Experience:** Melia is a proven effective manager and has been recognized consistently by industry peers. With her help, the agency has received many honors and numerous awards for the firm’s creativity and strategic prowess, including being named “Best in North Carolina” for two consecutive years and multiple gold, silver and bronze awards by the Business Marketing Association of the Carolinas.

In addition, the agency has won ADDY Awards, International Davey Awards, Telly Awards, International Award of Excellence from the Web Marketing Association, National Pro-Comm Awards and more. Lyerly Agency was also

honored as a winner of “Best Places To Work” by the *Charlotte Business Journal* and earned fifteen consecutive “Family-Friendly Awards” presented by *Carolina Parent* magazine.

**Civic and Professional Involvement:** Whether serving in leadership roles to guide non-profit organizations or contributing to the careers of young professionals entering the industry, Melia gives willingly of her time and talents.

Some activities include:

- **Regional Public Policy Legislative Task Force**, Charlotte Chamber
- **Montcross Area Chamber**, Past Chair, Board of Directors, Executive Committee
- **Central Piedmont Community College**, Board of Advisors for Graphic Arts Department
- **National Kidney Foundation**, Past Communications Committee Chair; member of the Affiliate Relations Committee; member of the Leadership Committee
- **National Kidney Foundation of North Carolina**, Past Chair of Board of Directors; Executive Board member
- **American Red Cross**, Past member of Communications Committee
- **Public Speaker** and numerous memberships to professional organizations including Charlotte Ad Club, Business Marketing Association and more
- **Professor**, Marketing and Advertising

**Personal Achievements:** Melia’s personal efforts have been recognized by numerous respected organizations, including:

- **Montcross Area Chamber Epic Award**
- **Certified Business Communicator (CBC)** - the highest designation of mastery of business-to-business marketing/communication skills
- **National Volunteer Service Award**, National Kidney Foundation
- **Who’s Who in Advertising**
- **Who’s Who in American Women**

