

## **Leah Messina, *President & Founder***

Leah Messina founded Sinuate Media to provide our clients with a competitive advantage using the intersection of technology and marketing. Leah is an expert in online, grassroots, and viral marketing strategy, and regularly consults and manages campaigns for established and growing global brands worldwide across a number of industries, including publishing, radio, music, finance, technology and food and beverages.

Previously at Electric Artists, Leah was an Account Executive overseeing campaigns for a wide range of clients including American Express, A&E Television Network, Sony Music, The History Channel, and Random House. Leading the industry in the marketing applications of Web 2.0 technology, Ms. Messina also consulted clients on the use of blogs, podcasts, and RSS technology. Leah worked for over 4 years for one of the first ever internet teen communities, Kiwibox.com, joining the company in 1999 at its launch and helping it to grow to a community of over 1.5 million members by 2003. At Kiwibox, Leah was responsible for integrated promotions and online content production as the Senior Music Editor.

Leah is on the Board of the National Association of Women Business Owners – Baltimore Regional Chapter and is the 2007 recipient of their "Rookie of the Year Award." She is also the Vice President of the Maryland Chapter of the Carnegie Mellon Alumni Association. Leah holds a BA from Carnegie Mellon University in Professional Writing and Communication Design and is currently pursuing a Masters of Science in Marketing degree from The Carey Business School at Johns Hopkins University.