



Mel Carson

Founder of Delightful Communications

Mel Carson is a Modern Marketing Strategist and Consultant, Personal Branding Expert, Public Speaker, Author and Business Columnist.

As founder of Seattle-based Modern Marketing and Digital PR consulting agency – [Delightful Communications](#) – his mission is to educate and inspire businesses and individuals make the most of the explosion of digital media and technology and successfully apply strategies that focus on [Social Media](#), [Influencer Marketing](#), [Content Marketing](#), [Digital PR](#) and [Personal Branding](#).

Mel began his digital career at LookSmart in 2000, then spent time at 24/7 Search (now part of WPP) as an Account Director before taking on a role at Microsoft in 2005. He was an integral part of the team that planned & launched the global roll-out of Microsoft adCenter (now Bing Ads) in August 2006, and was then asked (when it became apparent social media was going to be huge) to fulfil the role of [Digital Marketing Evangelist for Microsoft](#).

A decade on, Mel is now in constant demand to [speak on digital marketing, digital PR and personal branding](#) at conferences and events all over the world and has had his words and wisdom appear in an incredible array of top publications such as The Financial Times, Fast Company, The Next Web, Forbes, GQ, Quartz, USA Today, PR Daily and Entrepreneur.com.

Mel has spoken about Digital Disruption, Modern Marketing, Social Media and Personal Branding at conferences and events in the UK, Las Vegas, Los Angeles, New York, Dallas, San Francisco, Portland, San Diego, Salt Lake City, New Orleans, Toronto, Reykjavik, Dublin, Barcelona & Tenerife.

He has also lectured on MBA, MSc and online marketing courses, advising syllabus decision makers at Cranfield School of Management, Birkbeck College – part of London University and regularly speaks at student events at the University of Washington > Foster School of Business.

He's author of the critically acclaimed [Pioneers of Digital](#) and [Introduction to Personal Branding](#), played the "Young Joe Cocker" in the rock legend's 1997 music video "N'Oubliez Jamais" with France cinema icon, Catherine Deneuve, and is a driving force behind the [#MajesticInSpace Project](#) which aims to 3D print the first advertisement on the International Space Station three hundred miles above the earth!