

MELISSA HERRON

DIRECTOR OF OPERATIONS

1717 S Boulder Ave, Ste 106
Tulsa, OK 74119

P: (918) 438 9999
melissa@legacypadvisors.com



MELISSA HERRON is a seasoned marketing and sales professional with a Bachelor of Business Administration in Marketing from Oklahoma State University and over 20 years of experience in strategic marketing, brand development, and client relationship management. Her expertise spans real estate and financial services, with a focus on driving growth through creative and data-driven campaigns.

Melissa's journey began with BOK Financial, where she developed and executed marketing strategies for the Mortgage Group, supporting sales teams with impactful collateral and campaign planning. She later led McGraw Realtors' marketing department, overseeing brand positioning and agent marketing across a portfolio of residential and commercial properties. In her most recent position at FirsTitle, she managed the sales team, developed sales strategies and campaigns, and oversaw client engagement and retention.

With a reputation for creativity, collaboration, and execution, Melissa brings a holistic understanding of marketing, sales and operations to every challenge. She is driven by a passion for brand storytelling, a commitment to excellence, and a desire to empower teams and clients through strategic solutions that deliver measurable impact.

EDUCATION

- **Oklahoma State University**
 - Bachelor of Business Administration
 - Major in Marketing/Minor in Management

EXPERIENCE

- **Director of Sales and Marketing, FirsTitle (6 years)**
 - Drove sales and client growth through team management, marketing, and relationship building
 - Led strategic planning and oversaw campaigns, content, and vendor coordination
- **Marketing Director, McGraw Realtors (7 years)**
 - Led marketing for listings and large real estate projects, creating materials and managing digital platforms
 - Directed company-wide marketing strategy and budget to support 500+ agents and boost brand visibility
- **Marketing Specialist, BOK Financial (8 years)**
 - Strategic development, management and coordination of advertising and marketing campaigns
 - Provided support to clients through sales collateral, direct mail, social media and marketing campaigns