

Melanie Paticoff Grossman, M.S.D.E.

Experienced Author, Editor in Chief, and Entrepreneur of Innovative Niche Children's Products

Objectives

- To secure strategic partnerships for the purpose of publishing new and existing products for niche audiences
- To access new opportunities relating to publishing, inclusion, and innovation in children's literature
- To offer services, products, and solutions as a consultant in a plethora of areas relating to publishing, business, branding, marketing, inclusion, hearing loss, nonprofit programming, technology, and more

Qualifications

- Publishes an international quarterly publication as Editor in Chief of *Hearing Our Way*
 - Produces significant sales of children's books about inclusion as Author and Publisher of *Sophie's Tales*
 - Coordinates hands-on workshops and presentations for companies, organizations, schools, and conferences
 - Displays expertise in deaf education, audiology, listening & spoken language, hearing loss, and inclusion
 - Supports clients through diagnostic skills, leadership, creativity, and innovative solutions
 - Enriches products and services with unique ability to create content influenced by personal connection to family members with hearing loss and background in deaf education
 - Named a HearStrong Ambassador, Advocate for Children with Hearing Loss, 2016
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Employment Experience

Hearing Our Way | St. Louis, MO

Editor in Chief, Publisher, 2013 - Present

- Optimized magazine content by writing, editing, and curating articles for young niche audience while integrating knowledge of deaf education, language and literacy development, and psychosocial skills
- Grew mailing list to almost 10,000 readers in all 50 states and over 35 countries between 2014 - 2016
- Built strategic partnerships with cochlear implant companies, assistive device distributors, universities, educational products, and captioned telephone companies to meet their individual marketing needs and share products with a niche audience
- Executed a successful Kickstarter campaign to launch the publication and support international distribution by meeting goal of raising \$10,000 in 30 days
- Coordinated multiple digital and social media platforms including designing of the website, integrating subscription management software, using Google Drive, and managing Facebook, Twitter, and Instagram business accounts

All Ears Group | St. Louis, MO & Remote

Consultant, Owner, 2013 - Present

- Conducted research and presented recommendations for an online coursework platform for the *Program in Audiology and Communication Sciences (PACS)* at Washington University School of Medicine
- Analyzed existing web content and designed new websites for *Hearing Loss Association of America (HLAA)* St. Louis chapter and the *Center for Hearing and Balance Disorders*, an ENT and audiology practice at St. Luke's Hospital
- Executed a speaker series for young professionals in collaboration with the *St. Louis Jewish Light* newspaper
- Designed branding and marketing materials including Snapchat geofilters and Facebook event graphics for *Nishmah*, a Jewish women's group in St. Louis

Sophie's Tales | St. Louis, MO

Author, Publisher & CEO, 2010 - Present

- Wrote and published the award-winning *Sophie's Tales* series of children's picture books about hearing loss: [Learning to Listen](#) (2010) and [Overcoming Obstacles](#) (2012)
 - Delivered book readings and workshops to children of all ages and abilities at schools for the deaf, mainstream public schools, universities, bookstores, conferences, camps, and over Skype
 - Awarded a Bronze Medal in the Moonbeam Children's Book Awards (2010)
 - Achieved Therapy Dog International certification with dog for entry into schools, libraries, and hospitals (2010)
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Education

Washington University School of Medicine | 2013

Program in Audiology and Communication Sciences, Master of Science in Deaf Education

- Awarded the Max A. Goldstein Award for Academic Excellence and Professional Promise
- Coursework in Early Intervention, Literacy, Speech & Hearing, Audiology, Amplification, Behavior Management, Language Development, Psychosocial Development, and Parent Counseling
- Independent Study: Creating an Interactive iTextbook for Pre-Service Listening and Spoken Language Specialists: A Feasibility Study
- Scholarship Recipient
- Student Teaching Rotations at the Moog Center for Deaf Education, Central Institute for the Deaf, Special School District, and Plainview-Old Bethpage School District
- Featured in Washington University School of Medicine Outlook Magazine 2015, PACS Amplifications Newsletter 2013

Fontbonne University | 2011

Deaf Education, Bachelor of Arts

- *Certified Teacher of the Deaf, Missouri*
- University Scholar (2011), Honors Scholar, Excellence in Student Scholarship-First Place (2010)
- Coursework in Speech & Language Development, Speech Science, Audiology, Teaching Language, Emergent Literacy, Parent Counseling, Reading and Writing in Deaf Education
- Scholarship Recipient, Dean's List
- Student Teaching Rotations at St. Joseph's Institute for the Deaf, Moog Center for Deaf Education, and Special School District
- Featured in Fontbonne Alumni Magazine 2011

Washington University St. Louis | 2008 - 2014

Visiting Student

- Skandalaris Center for Entrepreneurship
- Coursework in Entrepreneurship, Social Entrepreneurship, and Publishing

Professional Leadership and Community Activities

St. Louis Jewish Light, Trustee, 2016 - Present

- Collaborated with fellow board members and staff to redesign the look and format of the paper as part of the Format Task Force Committee to appeal to new readers and keep the paper modern

Rise Collaborative Workspace for Women, Founding Office Member, 2016 - Present

TechArtista Collaborative Working Environment for Business Professionals, Professional Member, League of Independent Coworking Spaces, 2014 - Present

- Gained access to networking and professional development programs, flexible workspaces, and conference rooms

Jewish Federation of St. Louis, Young Professionals Division, 2010 - Present

- Participated in committee meetings, board retreats, strategic planning, and program planning as a board member, 2015 - 2016
- The Lens: Jewish entrepreneurship training program, 2011, 2014
- It Takes Two: Co-creator of food blog on JewishinStLouis.org, 2011 - 2014

PR News Snapchat Boot Camp, 2016

Next Dor STL Young Adult Organization, 501c3, President, Board Member, 2011 - 2015

- Guided fellow young adult leaders and house residents on topics such as fundraising, programming, operations, and strategic planning

AGBell Association for the Deaf and Hard of Hearing, Presenter, Exhibitor, Sponsor, Attendee, 2004 - 2014

- Presenter of *Success in the Mainstream: Tales of Hearing Loss* (2012) and *Teen Tales of Hearing Loss* (2010)
- *Our Way* Workshop for kids and teens program (2014); *Sophie's Tales* book reading for kids (2010)
- *Facilitating a Successful Children's Support Group*, published in *Volta Voices* (2012)

St. Louis Publisher's Association, Member, 2010 - Present

Hearing Loss Association of America (HLAA), Walk4Hearing Committee Member, Participant, 2008 - Present

DoSomething.org Leadership Boot Camp, 2012