

## TLF Scholarship Alumna Melanie Rojas Joins Teneo



*Melanie Rojas*

**The LAGRANT Foundation (TLF)** scholarship alumna **Melanie Rojas** recently accepted a position with **Teneo** in New York City, joining this September as a Media Analyst. In this role, she will be responsible for translating media coverage into business insights for Fortune 100, FTSE 100, and other global corporations. Melanie will support and inform Teneo client teams by analyzing and monitoring traditional and social media research projects and discovering new business opportunities. She acquired this position thanks to TLF's talent acquisition resources!

Melanie served as a Culture Tap Intern at Weber Shandwick, where she identified compelling news stories, cultural moments, and trends to turn them into creative opportunities for brands. Previously, she worked as a Marketing and Public Relations Intern at KIDZ BOP, composing podcast scripts, finding potential partnership opportunities, gathering platform analytics, and maintaining a brand voice in website copyright.

Prior to joining KIDZ BOP, Melanie worked for Real Chemistry as an Account Management Intern, researching COVID-19 vaccines and booster doses to support campaigns to increase vaccine confidence and vaccination rates.

A 2021 TLF undergraduate scholarship recipient, Melanie has a Bachelor of Science in Marketing from the University of Maryland (UMD). At school, she served as a Digital Marketing Intern for the Robert H. Smith School of Business Career Services Office and held various leadership positions with student-run organizations, including Blog Director for the American Marketing Association, Project Marketing Manager for the Smith Undergraduate Student Association, and Treasurer for Latina Pathways. Congratulations and best wishes on your new role, Melanie!