

MAJELA FONSECA

Marketing & Business Development Leader | Climate Tech & Ecosystem Growth | Strategic Partnerships

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SUMMARY

Marketing and business development leader with 10+ years building revenue-aligned growth systems across technology, life sciences, and climate ecosystems. Co-founder of a regional climate tech founders community and co-chair of Raleigh-Durham Climate Week, translating strategy into brand, partnerships, and go-to-market programs. Combines deep marketing and BD expertise with hands-on AI and web-build fluency, using tools like Claude Code to design and ship sites and automated workflows. Fluent in English and Spanish.

LANGUAGES

English **Native**
Spanish **Native**

EDUCATION

Climate Change: Learning for Action (Fellowship)

[Terra.do](#)

2026 · In Progress

MSc, Digital Marketing

[University of Salford](#)

2022 - 2025 · Distance Learning

Thesis: The influence of social networks, peer recommendations, and social media influencers on impulse buying behaviors of Gen Z and Millennials in e-commerce.

Prompt Engineering for ChatGPT

[Vanderbilt University](#)

2023

Certified Digital Marketing

Professional (CDMP)

[Digital Marketing Institute](#)

2021 · ID: IE-DMI86138

BA, Liberal Arts & Sciences

[Florida International University](#)

2013 - 2017 · Psychology (Minor)

EXPERIENCE

Director of Marketing & Business Development

[Hutchison PLLC](#)

07/2022 - Present · Raleigh, NC

- Own firm-wide marketing, business development, and partnership strategy across venture, technology, life sciences, and climate-focused practices, aligning brand, events, and relationships to drive growth.
- Lead strategic partnerships with accelerators, universities, investors, corporations, and ecosystem organizations to expand referral networks, visibility, and deal flow.
- Design and execute 20+ executive, founder, and client convenings annually.
- Partner directly with 21 attorneys to build and execute annual and quarterly business development plans, clarifying target clients, priority relationships, and industry focus.
- Champion AI adoption across marketing and BD workflows, piloting tools to improve efficiency, consistency, and scalability.
- Lead CRM implementation, adoption, and ROI tracking to inform growth strategy and resource allocation.
- Develop segmented email and content campaigns achieving ~35% open and ~15% CTR to support executive outreach, events, and thought leadership.

Co-Chair

[Raleigh-Durham Climate Week \(RDCW\)](#)

2025 - Present · Raleigh, NC

- Co-chair the inaugural Raleigh-Durham Climate Week (Nov 2026), a regional convening uniting climate tech founders, investors, universities, and ecosystem partners.
- Lead sponsorship, programming, and partnership strategy in collaboration with regional startup and economic development organizations.
- Secured and steward grant funding supporting Climate Tech Day and week-long programming.
- Shape brand, narrative, and go-to-market for a first-year initiative positioning the Triangle as a national climate innovation hub.

Co-Founder & Marketing Advisor

[Carolina Climate](#)

05/2024 - Present · Raleigh, NC

- Co-founded a peer-led climate tech founders community in North Carolina, establishing brand, positioning, and go-to-market across startups, investors, universities, and ecosystem partners.
- Built strategic partnerships with accelerators, sponsors, and ecosystem organizations; helped secure grant funding (NC IDEA ENGAGE) to launch a founder programming pilot reaching ~45 founders.
- Own communications and narrative: website, email, and community engagement across digital channels.
- Design and execute founder gatherings and ecosystem events supporting peer learning and collaboration.

Principal Consultant, Marketing & Growth Strategy

[The Marketing Fix, LLC](#)

08/2024 - Present · Raleigh, NC

- Advise founder and small-business teams on marketing strategy, positioning, and go-to-market, with a growing focus on climate tech and mission-driven startups.
- Design and build conversion-focused websites end to end, using AI-assisted development tools including Claude Code to ship brand, copy, and functional sites rapidly.

CORE SKILLS

Climate Tech Go-to-Market | Strategic Partnerships | Business Development | Ecosystem Development | Brand & Visual Identity | AI-Assisted Web Development | Marketing Automation | Website Design & Strategy | CRM Implementation | Executive Communications | Campaign Strategy | Event & Convening Design | Revenue Enablement

- Lead branding and visual identity projects: brand direction, logo and design systems, and messaging frameworks.
- Architect AI-enabled and automated workflows for content creation, reporting, and marketing operations, reducing production time and cost.
- Provide hands-on execution across marketing infrastructure for resource-constrained teams.

Immediate Past Chair (2026), Chair (2025), Vice Chair (2024)

Legal Marketing Association (LMA), Raleigh Chapter

2024 - Present

- Led chapter strategy and programming; moderated industry panels and professional development events focused on innovation and AI in marketing.

Director of Marketing

Brownlee Whitlow & Praet

05/2019 - 07/2022 · Cary, NC

- Built and led the marketing department, driving a 15% increase in client acquisition through new marketing strategies.
- Led BD and market research to support the launch of the firm's Atlanta office, contributing to market expansion.
- Directed digital, content, video, and event marketing, resulting in a 20% increase in brand visibility.

Digital Evaluator & Facilitator

3 Birds Marketing, LLC

07/2018 - 05/2019 · Chapel Hill, NC

- Conducted website reviews and advised dealerships on optimization, UX, and engagement.
- Led email marketing automation initiatives and campaign reporting, improving customer satisfaction by 10%.

Mentor - Board Advisor

Google for Startups (Black Founders Exchange) - HopeLine

2020 - 2024

- Advised founders on marketing strategy, positioning, and go-to-market execution (Google for Startups, 2024).
- Served on the Board of Advisors supporting outreach and community impact (HopeLine, 2020-2022).