

HALLMARK CREATIVE BIOGRAPHY

GLOBAL TRENDS STRATEGIST_MELISSA DONOHO



ABOUT ME:



MELISSA DONOHO is a Trends Strategist for Hallmark Cards. In this role she's responsible for developing the company's yearly trends forecast that identifies important emerging cultural and creative shifts. Her vast knowledge and experience with color, pattern, art, and cultural behavior allow Melissa to cast a wide net, resulting in rich insights that lead to the development of tangible and relatable assets that influence Hallmark product development.