

# Award-Winning Meld Marketing Celebrates Five Years

**m**eld Marketing will mark its fifth anniversary in July 2021. The company has plenty to celebrate, having been named among the top 25 fastest growing companies in the Corridor, one of the Coolest Places, and Best of the Corridor.

Meld was founded by Melinda Pradarelli, a Cedar Rapids native, who worked for the *New York Times* group and a national advertising agency, before launching the full-service marketing, branding, and digital agency in Coralville.

The idea was to bring Pradarelli's 20 years of expertise in marketing and branding to businesses and organizations in Iowa and the Midwest.

Before starting Meld, Pradarelli helped grow brands nationwide, including Kalona SuperNatural, Otis Spunkmeyer, Blue Bunny, and University of Pennsylvania as well as Fortune 500 companies, Ivy League universities, and beyond.

Today, Meld helps clients define who they are and then envision, elevate, and execute their marketing strategies, brand identities, websites, digital marketing, content, design, packaging, public relations, photography, and video.



“Our client base is strong,” Pradarelli said. “Our CFO Ellen Hallin recently completed the Goldman Sachs 10K Small Businesses program so we’re poised and excited to take the next steps.”

Oasis Street Food Co-Founders Naftaly Stramer and Ofer Sivan recently went through a strategic brand refresh with Meld and expanded its presence in Hy-Vee and Costco. “Meld helped us see ourselves by listening to us closely and smartly,” Sivan said. “Because of that, we were able to find our brand and direction and engage with our audiences in completely new ways.”

**Find out more at [meld.marketing](https://meld.marketing).**

## A Snapshot of Meld Clients

