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## Melissa Laurie

Global Keynote Speaker | User-Generated Experience (UGX) Expert

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Melissa Laurie is a **Social Media Attention Expert** known for her creative thinking and inspiring Fortune 500 companies and leading brands worldwide.

She has been recognised as a **Woman to Watch in Asia** and was shortlisted by Atlassian for the **Women Leading Tech Awards**.

She is the Founder & CEO of Oysterly Media, one of **Asia's fastest-growing** social video companies that was named Startup of the Year in 2024.



Social media has fuelled **the rise of AI beauty filters** and 'social media airbrushing,' setting unprecedented and harmful unrealistic beauty standards worldwide.

This trend has never been seen before, and the adverse effects are felt globally.

Oysterly Media **exists to challenge these misrepresentations head-on.**

Her company specializes in User-Generated Content creation, Influencer loyalty and Employee Generated Content and has built a robust **global network of over 6,000 diverse content creators** from all races, genders, and backgrounds, helping brands connect with real people through authentic short-form videos that now dominate social media consumption.

The company's innovative work earned it the **Beautiful Business Fund Award** from Xero, and Melissa was later invited to serve as a **global judge** for the next competition.

Since launching Oysterly Media, in only less than 2 years ago, the company has attracted and partnered with **Fortune 500 giants like Hilton Hotels, 3M, UPS, and Microsoft**—proof of the immense value Melissa and her team bring to organizations.

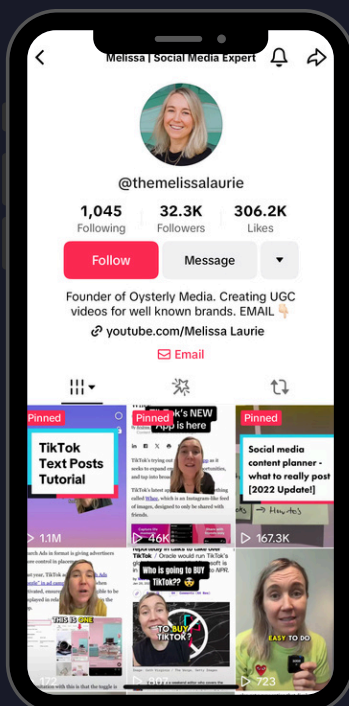
Melissa's deep knowledge makes her a **sought-after speaker** and trainer at leading conferences and events worldwide.

She spoke at **Social Media Marketing World in San Diego, USA, in 2024**, where she received a rating of 4.8 out of 5 based on an audience survey. She has also been invited back to speak for their 2025 conference.

In 2024, Melissa was also invited to speak at **DigiMarCon**, **Creator Week**, **Asia Professional Speakers Singapore**, and **TravMedia Conferences** in Singapore.

She was a featured speaker at **The Art of Attention** in Malaysia and has been invited back to speak at the **Social Media 2025** Conference hosted by the same organizers.

Her deep expertise in Employee-Generated Content (EGC) led her to speak at the **One Billion Followers Summit** in Dubai this year, an event attended by 30,000 people.



Beyond keynotes, Melissa is an **experienced panel host and moderator**, having led over **6 panels**, where she provides thoughtful perspectives and facilitates insightful discussions with leaders in their industry.

Her expertise in the future of social media has also earned her invitations to train **influencers in Sri Lanka** on Oysterly Media's framework for creating impactful social media videos.

Melissa is a content creator herself, with a social media following of over **45,000 across TikTok, YouTube, and LinkedIn**, where she shares marketing tips and insights for businesses





## KEYNOTE TOPICS

### Google is Dead. Social Search is Taking Over

Google is no longer the go-to for search—instead, it's a cluttered battlefield of sponsored ads, SEO-stuffed fluff, and frustrating pop-ups.

People are done wasting time shifting through outdated, irrelevant results.

Now, they're heading **straight to Instagram and TikTok** —not to scroll, but to search and discover!!

**Social Search isn't coming—it's already here.**

And if your brand isn't showing up, you don't exist.

In this high-energy, eye-opening session, Melissa Laurie breaks down:

- **The Death of Google?** Why Traditional Search is Fading Fast!!
- Why TikTok & Instagram Are The **New Search Engines** You Can't Ignore
- The **Short-Form Video Formula** You Must Use to Rank on Social Search & Sell More

This isn't just a trend—it's a fundamental shift in how people discover and trust information.

**Exclusive templates will be shared.** Be prepared to take a lot of notes.

Book Melissa Laurie for this talk and **wow your audience** with actionable insights and a clear formula for success.

# KEYNOTE TOPICS

## Employees Are Your New Influencers

Forget expensive influencer campaigns—**your most powerful brand storytellers are already on your payroll.**

The world's biggest companies are shifting from traditional influencer marketing to Employee-Generated Content (EGC) because it delivers what today's audiences demand: **authenticity.**

No one understands your brand better than your employees.

They **bring credibility, trust, and inside knowledge** that influencers simply can't replicate.

This keynote explores why **EGC is transforming marketing** and how you can harness it to build a brand that connects on a deeper level.

Melissa Laurie will break down:

- **Why employees outperform influencers** in building brand trust and engagement
- How leading brands are using **EGC to drive massive organic reach**
- A step-by-step strategy to create an **EGC framework** for your company

**EGC isn't just a trend**—it's the future of marketing, and if you are not using it, you will fall behind.

**Book Melissa Laurie to deliver this keynote and show your audience how to build their own EGC powerhouse.**





## KEYNOTE TOPICS

### Stop Thinking Like a Marketer—Start Thinking Like a Film Producer

Traditional marketing is dead.

**People don't trust polished ads**—they trust real stories, real emotions, and real people.

Short-form video has flipped the script, putting power in the hands of everyday creators who know how to hook, entertain, and build trust in seconds.

The smartest brands aren't just keeping up; **they're thinking like film producers**—crafting narratives, evoking emotion, and creating content that feels real, not rehearsed.

If your strategy is still about selling instead of storytelling, you're already losing.

In this session, Melissa Laurie will break down:

- **UGC storytelling techniques** to grab and keep attention
- Why authenticity beats production value—and **how to create content that connects**
- **Real case studies of brands** applying the film producer mindset to drive results

Your audience will walk away with a fresh way to approach UGC content—and a **short-form video strategy that actually works**.

**Book Melissa Laurie for this talk and give your attendees the competitive edge they need.**

## References & Testimonials



I first met Melissa when she was presenting at a social media and marketing conference in San Diego. Her workshop was amazing. And then I found out she was based in Singapore – even though her Australian accent would have you believe differently.

Luckily (for me) I was doing an event in Singapore a few months later, and we quickly cooked up a plan for her to talk there. **Her keynote was amazing, and all the attendees were raving about it.** My event partner – who does lots of events in SE Asia – decided to use her to moderate something at his next event. By all indications she was tremendous.

Since then, I will gladly have her come speak or moderate at any of the events I program in the creator, social or marketing arena. **She consistently delivers unique insight, and presents in an engaging, authentic, and exciting way.** Highly recommended as a speaker, keynoter, panelist, teacher or moderator at any events you might be putting on!

Jim Louderback,  
Former CEO  
**VidCon.**



**Keynote**



I had the pleasure of working with Melissa at the Forward Marketing Summit in Sydney.

Not only was **Melissa one of the greatest keynote speakers**, but she was also very supportive and responsive in preparation for the event.

I would definitely recommend Melissa as a keynote speaker at other events, and I look forward to working with her in the future again.

Ivy Yu Chen  
Programme Manager  
**Forward Leading Events**



**Keynote**

## References & Testimonials

**I highly recommend you consider hiring Melissa Laurie as a speaker for your upcoming event.**

Melissa is not only the founder of Oysterly Media, she is a fantastic speaker and a servant and student of events.

We recently **brought her to Social Media Marketing World** and I had the privilege of working with her before the event to make sure she delivered a talk that was on point for the audience.

She didn't just show up, **she actively networked and served people** every chance she could.

I saw her pause after a number of conversations and ask, "who else haven't I met yet?"

Her energy, her focus, and her intentionality was fantastic. By the time she got on the stage, she truly did give a fantastic talk that served the audience. **It was a top rated session.**

She will serve your audience well. **She understands her material. She has great energy and empathy for who you are and who you serve. I highly recommend that you work with Melissa Laurie.**

Phil Mershon  
Director of Experience  
**Social Media Marketing World**

★★★★★  
**Presentation**

A small select of clients:





Oysterly



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Social Media is the New  
Google: How to  
Leverage

