

Melina Powell

CONTACT



[linkedin.com/in/melinapowell](https://www.linkedin.com/in/melinapowell)

EDUCATION

UCLA

B.A. Communication Studies
Music History Minor
2011 – 2015

UNIVERSITY OF
MANCHESTER, UK
Semester Abroad 2013

SKILLS

Event Programming
Community Management
Publicity & PR
Writing
Creative Campaigns
Editorial Content
Social Media

EVENT WORK EXPERIENCE

DICE Conference + Festival 2019
Night Embassy Berlin 2019
Power Play Berlin 2019
SSSO*SESSIONS 2018
RBMA Festival LA 2017
Coachella Festivals 2015 & 2016
EDC Las Vegas 2015
FYF Festival 2015
JazzReggae Festival 2015
Nocturnal Wonderland 2015
Stagecoach Festival 2015
Odd Future Carnival 2014
Doheny Days 2013

PROFESSIONAL EXPERIENCE

NIGHT EMBASSY BERLIN

Freelance Project Manager & Event Curator / Berlin, DE / 2019 to Present

- Manage production and awareness policies for Jägermeister's Night Embassy initiative.
- Curated 20 music, visual arts, and tech events over two week residency with collectives CO:QUO x Digi-Gxl, managing a scholarship budget for production and promotion.
- Collaborated with a team of female and non-binary individuals to create and execute a unique program of workshops, panels, concerts, club nights, and film screenings.

SHESAID.SO

Community Manager (Volunteer) / Berlin, DE & Los Angeles, CA, US / 2017 to Present

- Manage team of volunteers to produce community-building events for the Berlin and previously Los Angeles chapters of shesaid.so, a network of women working in music.
- Collaborate with the global shesaid.so team on initiatives to promote diversity, inclusion, equality, and other key brand values in the music industry worldwide.
- Programmed a one-day festival with DJ workshops, panel, and party with Intersessions, which was featured on the cover of the LA Times Calendar on 7 April, 2018.

SONY MUSIC ENTERTAINMENT

International Marketing Coordinator / Berlin, DE / 2018 to 2019

- Support local offices across Continental Europe & Africa with campaign strategy, resources, and creative input in order to develop and break talent across the world.
- Compile airplay, streaming, and sales chart reports on current artists and releases, and distribute information via global company-wide newsletters.

ROSEWOOD CREATIVE AGENCY

Community Manager / Los Angeles, CA, US / 2016 to 2017

- Lead brainstorm and project calendars during social campaign development for major music festivals including Panorama NYC, Bumbershoot Seattle, and Mo Pop Detroit, AEG venues in 14 US regions, and artists including Katy Perry, Ed Sheeran, and more.
- Constructed client-facing creative decks, working closely with a graphic design team.

CONCORD MUSIC

Publicity Coordinator / Los Angeles, CA, US / 2016 to 2016

- Managed album set up and tour press for roster of artists within Fantasy label group assigned by SVP of Publicity, liaising daily with management, agents, and promoters.
- Responsible for all aspects of department administration including updating publicity database, physical/digital advances set-up, and maintaining online press kits.

GOLDENVOICE / AEG PRESENTS

Festival Publicity Coordinator / Los Angeles, CA, US / 2015 to 2015

- Vetted over 1,000 festival press applications from domestic and international publications, coordinating writers and photographers leading up to events.
- Allocated credentials to media on-site at Coachella and Stagecoach Music Festivals.

CENTER FOR THE ART OF PERFORMANCE AT UCLA

Communications Assistant / Los Angeles, CA, US / 2014 to 2015

- Set up promotions and wrote press releases for 2014–2016 event programs.
- Assisted in redesign of CAP UCLA website and curated online content using HTML.