

Melina Powell

Freelance Project & Event Manager

CONTACT



melinapowell.com



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

Project Management

Communications

Community Management

Publicity & PR

Editorial Content

Creative Campaigns

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

PROFESSIONAL EXPERIENCE

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.

NIGHT EMBASSY BERLIN

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

- Managed production elements for Jägermeister's Night Embassy Berlin initiative.
- Curated 20 music, visual arts, and tech events over two week residency with collectives CO:QUO x Digi-Gxl, managing a substantial scholarship budget.
- 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.

SONY MUSIC ENTERTAINMENT

International Marketing Coordinator / Berlin, DE / 2018 to 2019

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

ROSEWOOD CREATIVE AGENCY

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

- Lead brainstorms 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 with local partners, wrote press releases for 2014–2016 programs.
- Assisted in redesign of CAP UCLA website and curated online content using HTML.