

Melina Powell

Freelance Event & Communications Manager

CONTACT



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melinapowell.com



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EDUCATION

UCLA

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

UNIVERSITY OF
MANCHESTER, UK
Semester Abroad 2013

SKILLS

Event Programming
Project Management
Communication
Community Management
Publicity & PR
Editorial Content & Writing
Creative Marketing Campaigns

EVENT WORK EXPERIENCE

DICE Conference + Festival 2019
WOMEX 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

I'm a skilled event curator and project manager based in Berlin with a German work visa for self-employment. My passion is to create experiences and initiatives aimed at empowering women and marginalized communities through empathic collaboration.

PROFESSIONAL EXPERIENCE

SHESAID.SO

Event & Partnerships Manager / Berlin, DE & LA, CA, US / 2017 to Present

- Produce community-building events for the Berlin and previously Los Angeles chapters of shesaid.so, a global network of women in music, with partners such as Beatport, Kickstarter, Native Instruments, Keychange, Soho House, Ace Hotel and many more.

JÄGERMEISTER

Project Manager / Berlin, DE / 2019

- Managed the invoicing process for Jägermeister's Night Embassy Berlin events from September to December 2019, facilitating payments to over 170 participating artists.

KICKSTARTER x FACTORY BERLIN x SHESAID.SO

Event Curator / Berlin, DE / 2019

- Organized a wellness event series in collaboration with Kickstarter and Factory Berlin, featuring nutrition lectures, a yoga class, and discussions of mental and physical health.

NIGHT EMBASSY BERLIN

Program Curator & Event Manager / Berlin, DE / 2019

- Curated two weeks of 20+ music, visual arts, and tech events featuring over 70 female, trans & non-binary artists and speakers with a budget of over €30,000 for the booking, production, and promotion of workshops, panels, concerts, club nights, and more.

WOMEX CONFERENCE

Panel Chair / Tampere, FI / 2019

DICE CONFERENCE + FESTIVAL

Artist Hospitality Manager / Berlin, DE / 2019

SONY MUSIC ENTERTAINMENT

International Marketing Coordinator / Berlin, DE / 2018 to 2019

SSSO*SESSIONS

Event Lead for shesaid.so / LA, CA, US / 2018

- Programmed a one-day festival of DJ workshops, panel, and party in collaboration with Intersessions and Native Instruments, featured on the cover of the [LA Times Calendar](http://latimescalendar.com).

ROSEWOOD CREATIVE AGENCY

Project Manager / LA, CA, US / 2016 to 2017

- Led brainstorming 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 tours including Katy Perry, Ed Sheeran, and more.

CONCORD MUSIC

Publicity Coordinator / LA, CA, US / 2016

GOLDENVOICE / AEG PRESENTS

Coachella Festival Publicity Coordinator / LA, CA, US / 2015