

Kelly Melo

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Dynamic Management Professional with MBA in Marketing and 20 years of experience in project organization and management. Expert planning, organization, time management, and interpersonal communication skills.

CORE COMPETENCIES:

- Show Production and Show Calling
- Event Production and Management
- Logistics Consultant

CAREER PROGRESSION:

Freelance 9/2011 – Present **Show Producer/Show Caller** Los Angeles, CA

Freelance Live Show and Event Producer, specializing in event design and production with a strategic marketing focus. I am a self-motivated and detail-oriented individual who is committed to delivering high-quality projects.

Event production is my passion and I will work with you on as much or as little of your project as needed.

- Executive Producer - Overall program, content, and decor design.
- Show Production - Content development and management, scripting, show flows, stage management, show calling.
- Technical Production - Audio, video, lighting, rigging, and content design to support and enhance programs.
- Production Logistics - Project proposals, site inspections, event design, budget creation, vendor negotiations, permitting, project timelines, production schedules, crew schedules, onsite execution, F&B management, and budget reconciliation.

GWC 1/2009 – 9/2011 **Director of Production/Senior Producer** Westlake Village, CA

GO West Creative Group is an award-winning event production company. As Director of Production, I led the event and multimedia departments in all projects from concept through execution.

- Managed the day-to-day operations of the event and multimedia departments.
- Developed systems of operation to increase interdepartmental communication and guide the team from the proposal process through planning and executing events and multimedia projects.
- Collaborated with creative team to design new events and create branding that supported the messaging and objectives of each client.
- Responsible for creating event and multimedia budgets for all projects.
- Represented the company in prospective and new client presentations and meetings to assist in developing new business.
- Oversight of all events from a top-level perspective. Worked with Project Managers to ensure that all logistics were clearly detailed, vendor expectations are clearly defined, and proper permits were obtained for local law compliance.
- Worked closely with the accounting department to reconcile all event and multimedia projects, as well as reviewing profit and loss statements for accuracy.

Freelance 1/2008 – 1/2009 **Event Consultant** Santa Clarita, CA
Freelance Event Consultant who specialized in project management and event logistics. Clients ranged from event industry organizations to large corporations. Full service event production: proposals, pitches, logistics design, production schedules, project timelines, client management, vendor negotiations, permitting, transportation, content design and management, crew management, site inspections, budget development and reconciliation, and onsite execution.

GO West 1/2007 – 1/2008 **Event Manager** Westlake Village, CA
GO West Events and Multimedia is an award-winning event production company. I worked with the creative department to plan event décor, technical elements, design logistics, create detailed budgets, and produce presentations for our clients. In addition, I managed onsite logistics and event execution.

- Collaborated with creative team to develop ideas for new proposal design to meet client expectations. This included identifying audio, video, technical, and multimedia needs for each event.
- Represented the company in prospective and new client presentations and meetings to assist in developing new business.
- Created and managed event budgets to maintain creative integrity while staying within client budgetary requirements.
- Negotiated vendor pricing and contract terms.
- Developed production schedules and managed logistics involved in planning each event with flawless execution. Onsite event and production management including logistics, vendor, and event staff management.
- Created and managed payment schedules and payment requests for each event. Closed each event with a reconciliation of expenses incurred versus expenses budgeted.
- Managed company event calendar to inform all departments of upcoming projects and communicate departmental involvement as well as ensure adequate logistics coverage from members of the event team.

Discus Dental 3/2002–12/2006 **Event Planner** Culver City, CA
Discus Dental, Inc., is an industry leading manufacturer and distributor of professional dental products. I planned and managed all events that involved the sales department.

- Planned and managed annual National Sales Meeting for inside and outside sales teams. Responsibilities included site identification, program flow, audio-video planning, presentation material preparation, room drops, rooming lists, contract negotiation, meal accommodations, sales awards, and entertainment planning.
- Planned all off-site functions attended by the Domestic Sales Department. Functions include sales receptions, off-site sales trainings, Regional Manager Meetings, and trade show related events.
- Involved in the planning and event management of annual Las Vegas Extravaganza, hosted by Discus Dental. Annual attendance of this event is approximately 3,500 people.
- Managed activities in support of each trade show/event including securing exhibit space, coordinating booth transport, coordinating new booth graphics, signage, show services, sponsorships and staffing.
- Maintained tradeshow budgets and P&L statements for show analysis.
- Managed all Group Practice, Outside Sales, and Inside Sales reports. Results were reported daily, quarterly, and annually.
- Served as the liaison to 85 Outside Sales Representatives, managing the daily sales reports, expense reports, and company vehicle program.

EDUCATION:

- Loyola Marymount University – May, 2007 MBA, Marketing
- California State University, Los Angeles – June, 2005 B.S. Business Administration, option in Management

Bio

Kelly is a logistics powerhouse, capable of managing the minutia of multiple projects simultaneously, with laser precision. Producing and directing live and virtual shows is her specialty, whether it is an intimate social event or a large corporate meeting.

Over the last twenty-five years, Kelly has been involved with a wide variety of clients and projects working in both corporate and social event production. She works alongside her clients to deliver an experience that is beyond expectation.

Kelly earned a Bachelor's Degree in Business Administration, concentration in Management, from California State University, Los Angeles. She also graduated with honors from Loyola Marymount University with a Master's Degree in Business Administration, concentration in Marketing. Kelly's knowledge of business acumen and love for the event industry provide a solid foundation upon which to extend her talents in the realm of experiential event design and production.

Client roster includes: Coca Cola, Hershey, PepsiCo, 20th Century Fox, Sonic Drive-in, Sebastian, Wella Professional, Schwarzkopf, Redken, Sexy Hair, Anthem Blue Cross, Farmers Insurance, Heinz, T Mobile, Samsung, Blackberry, The International Interior Design Association, Gatorade, The Heart Foundation, Intercontinental Hotel Group, Sheraton Hotel Group, Marriott Corporate, Hilton Corporate, Sybase, X-Prize, Howard Hughes Corporation, Westfield, Essilor, Stella & Dot, Women's Health Magazine, In-n-Out, People Magazine, KPMG, L'Oréal, The Climate Group, Laurence J. Ellison Institute for Applied Molecular Medicine, Los Angeles Chamber of Commerce. NAMM, Aflac, Oracle, Netflix, Disney.