

MELISSA CARROLL BIO

SHORT VERSION

Melissa “Mel” Carroll is a marketing, public relations and business development guru with more than twenty years of professional experience. Her boutique creative agency, Total Asylem Marketing & Public Relations www.totalasylem.com consults a wide array of local, national and international clientele. She is co-founder of BRK, Inc. which she played a key role in taking public in 2008 (BRKK), an environmental advocate, dog person and critical thinker.

LONG VERSION

Melissa “Mel” Carroll is a marketing, public relations and business development guru with more than twenty years of professional experience.

Her boutique creative agency, Total Asylem Marketing & Public Relations www.totalasylem.com consults a wide array of local, national and international clientele.

She is co-founder of BRK, Inc. which she played a key role taking public in 2008 (BRKK).

As Marketing Manager for Drake Automotive Group, the most recognized name in the vintage Ford Mustang restoration market, Mel orchestrated the company’s first/only Mustang Monthly Magazine cover and feature article, which is one of the most iconic editions in the history of the publication - The Ford Mustang 50th Year Anniversary. She re-branded the company’s three divisions and implemented a digital marketing campaign to support the existing print campaigns. Her contributions to the Mustang 50th Year Anniversary include co-creation of the Official Event Map with famed automotive artist Len Nordmann, coordinated the sale of the 1964 ½ 50th Anniversary Mustang at Barrett Jackson, the world’s greatest classic car auction, with all proceeds benefitting the National Down Syndrome Society.

Her contributions as Marketing and Public Relations Director for Hybrid Technologies, Inc. (HYBT), a pioneer in the EV industry include landing press release print media coverage in The New York Post, The New York Times, EV World Magazine, People Magazine, Business Week/businessweek.com, Popular Mechanics, The Los Angeles Business Journal, Kyodo News NY, Calgary Herald, Calgary Sun, Statesville NC Record & Landmark. Live media coverage on MSNBC, CNN – The BIG Story, Beyond Tomorrow, The Kelly & Regis Show, and SIRIUS/XM Radio. She helped forge synergistic relationships with Wal Mart/Sam’s Club, NASA, The CHP, Google, The NY Taxi & Limousine Commission as well as celebrity endorsements with Jay Leno, George Clooney, Lyor Cohen and James Blunt.

She is a founding member of the Las Vegas Chapter of Claes Nobel Institute’s Earth Ethics Society - dedicated to educating our civic, political and business leaders, executives and students on the subjects of peace and earth ethics.

Mel is a native Texan that has resided in Las Vegas, NV for 18 years. She studied at Northlake College in Irving, TX graduating with a degree in Marketing/Marketing Management as well as The International Aviation and Travel Academy receiving certification for Tourism and Travel Services and The Recording Workshop, receiving certification as a Recording Engineer.