

Live Event Technical Show Producer & Director

Whether you're producing a live conference, launching a product virtually, or telling a brand story on stage, Kelly Melo brings the composure, clarity, and creative precision needed to make your vision a reality. She thrives in high-stakes environments where flawless execution and real-time problem-solving are essential and has built her career on producing events that not only meet expectations but exceed them.

Areas of Expertise

- Technical Show Direction & Cue Calling
 - Creative Show Flow & Preset Development
 - Content Playback & Media Management
 - Live, Virtual & Hybrid Event Production
 - Audio/Video/Lighting Integration
 - Production Schedules & Crew Management
 - Budget Oversight & Vendor Negotiations
 - Stage Management & Talent Direction
 - Corporate Messaging & Brand-Driven Production
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PROFESSIONAL EXPERIENCE

Freelance | Live Event Technical Show Producer & Director

Los Angeles, CA | *September 2011 – Present*

Lead producer and show caller for high-profile corporate, entertainment, and nonprofit events. Partner with clients from concept through execution to design immersive, technically sound experiences.

- Lead show direction and technical calling across live, virtual, and hybrid formats
- Write and execute detailed cue sheets and show flows for all technical departments
- Manage on-screen content, including graphics, video, scripts, and presenter materials
- Direct technical rehearsals and manage talent on stage and backstage
- Oversee creative development, budgeting, production timelines, and onsite logistics
- Serve as executive producer for full-scale projects, including décor, branding, and message development

Client Highlights: Coca-Cola, Netflix, Disney, Samsung, L'Oréal, Farmers Insurance, NAMM, Aflac, Oracle, Marriott, The Heart Foundation, and many others.

GO West Creative (GWC) | Director of Production / Senior Producer

Westlake Village, CA | *January 2009 – September 2011*

Directed production and multimedia departments at this award-winning event production agency.

- Oversaw project management from initial pitch through execution
- Created systems to streamline collaboration between creative, production, and multimedia teams
- Designed technical and creative concepts supporting client messaging and goals
- Built and managed budgets; collaborated with accounting to reconcile costs

- Represented GWC in high-level client meetings and new business development
 - Ensured compliance with local laws and venue regulations
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Freelance | Event Consultant

Santa Clarita, CA | January 2008 – January 2009

Delivered end-to-end event consulting services for industry organizations and corporate clients.

- Designed proposals, production timelines, and schedules
 - Managed site inspections, permitting, vendor negotiations, and F&B
 - Produced and directed live shows and managed onsite execution
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GO West Creative | Event Manager

Westlake Village, CA | January 2007 – January 2008

Supported creative and technical event planning, budget management, and onsite execution.

- Produced show elements, including staging, AV, and multimedia integration
 - Collaborated on proposal development and client-facing presentations
 - Created and managed payment schedules and reconciled event budgets
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Discus Dental | Event Planner

Culver City, CA | March 2002 – December 2006

Planned and executed internal and external corporate events, sales meetings, and national conferences.

- Managed logistics for national sales meetings and trade shows (3,500+ attendees)
 - Coordinated AV, rooming lists, presentations, and awards programs
 - Served as liaison for sales teams; managed reporting and company vehicle programs
 - Controlled event budgets and vendor contracts
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EDUCATION

MBA, Marketing

Loyola Marymount University | 2007

B.S., Business Administration (Management)

California State University, Los Angeles | 2005

Bio

Kelly Melo is a seasoned live event technical show producer and director who has spent her career bringing complex shows to life across corporate, entertainment, nonprofit, and agency sectors. She is a trusted leader in technical show production known for seamlessly managing the intersection of creative vision, technical execution, and live performance under pressure.

Kelly specializes in leading technical teams, writing precise cue-to-cue show flows, directing run-of-show onsite, and ensuring that every cue, graphic, transition, and moment is executed flawlessly.

Her approach blends creativity with sharp logistical strategy allowing her to take productions from idea to execution while managing all aspects of show operations, including technical rehearsals, stage management, scenic planning, content supervision, and client/talent coordination.

With a Bachelor's in Business Administration and an MBA in Marketing, Kelly not only brings creative and technical know-how, but also the business acumen to support client goals, navigate budget constraints, and lead teams across disciplines. Whether it's a fast-paced hair show, an elegant awards gala, or a multi-day corporate conference, Kelly handles every production with calm command and meticulous attention to detail.

Her career spans agency leadership roles and freelance executive production. As a freelance producer, she offers full-service event leadership from creative development to on-site execution. She can jump in to lead the entire program or integrate seamlessly with in-house teams to manage specific technical or production components. She thrives in live environments, where adaptability, timing, and attention to detail make all the difference.

Client Roster

Corporate & Consumer Brands

Coca-Cola, PepsiCo, Gatorade, Hershey, Heinz, Sonic Drive-In, In-N-Out, Stella & Dot, L'Oréal, Schwarzkopf, Wella Professional, Redken, Sexy Hair, Essilor, Blackberry, Samsung, and T-Mobile.

Media, Entertainment & Tech

Netflix, Disney, 20th Century Fox, Oracle, and Sybase.

Healthcare & Nonprofits

Anthem Blue Cross, The Heart Foundation, the Laurence J. Ellison Institute for Applied Molecular Medicine, and The Climate Group.

Finance & Professional Services

KPMG, Aflac, Farmers Insurance, Capital Group, and the Los Angeles Chamber of Commerce.

Hospitality & Events

InterContinental Hotels Group, Sheraton Hotels, Marriott Corporate, Hilton Corporate, Westfield, and the Howard Hughes Corporation.

Media & Lifestyle

People Magazine, Women's Health Magazine, and the International Interior Design Association (IIDA).

Experiential, Education & Innovation

(National Association of Music Merchants) and the X-Prize Foundation.