

MELISSA MCLEOD

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Professional Summary

Production Leader with over 20 years of expertise across Entertainment Production, Live Events, Live Broadcasting, Video Production, Sports, Esports, and Experiential Marketing. Expert at optimizing performance using data-driven insights and creative solutions. Known for building diverse teams and developing high-performing talent to exceed client expectations. Experienced in orchestrating high-profile events for global brands, with a track record of elevating audience engagement and achieving measurable ROI.

Achievements include 10+ years of experience producing Coachella and Stagecoach.

End-to-End Production Management • Original Content Creator • Budgeting and Financial Oversight • Vendor and Stakeholder Communication • Cross-Functional Team Leadership • Risk Assessment and Mitigation • Scheduling and Milestone Management • Permitting • Staffing • Creating and Executing Event Timelines

Professional Experience

Rock for Responders & LA Fleet Week

Co-Producer | Jan 2025 — Present

A benefit concert starring Sammy Hagar, Robin Zander, Steve Stevens, and Richie Sambora was held at the Battleship USS Iowa Museum in San Pedro, CA. The concert honored first responders, military personnel, and disaster response agencies and raised funds for programs to boost morale and support disaster recovery efforts.

- Work across all business verticals to ensure seamless execution of events involving LA Port Police, LAFD, LAPD, Battleship IOWA, Los Angeles Cruise Terminal | Ports America Cruise, Traffic Control, Vendors, Sponsors, Food Trucks, Donations, Merchandise, and Silent Auctions.
- Managed negotiations for free labor and organized timelines, aligning stagehands and vendors to ensure smooth operations and on-time delivery.
- Designed and built the event, including creating and editing the site map using AutoCAD.

Various Entertainment Productions

Creative Producer | Mar 2010 – Present

- Led the successful execution of 300+ high-profile projects, delivering results on time and under budget.
 - *Partnerships including leading brands and creative agencies Formula 1 Las Vegas, Wodapalooza, Netflix, Hulu, ABC, Showtime, HBO Max, Esports Arena, Digitas, MATTE, Corso Millner Group, and Wasserman.*
- Organize and lead meetings with focused agendas, assign clear action items, and follow up to ensure each team member stays accountable and on track.
- Strategically allocate resources, set clear priorities, and engage in hands-on problem-solving to keep projects on schedule and teams working efficiently.
- Act as the key decision-maker between internal teams and external partners, providing clear direction, removing obstacles, and ensuring deliverables stay on schedule.
- Navigate high-pressure environments by anticipating potential roadblocks, adapting in real-time, and making decisive calls that keep production running smoothly and on target.
- Develop and manage relationships with city and state municipalities, permitting agencies, and key stakeholders to secure permits and support events.

SBJCT, Production, and Logistics Firm

Site Operations Manager | Jun 2024 – Present

- Work with the payroll department to onboard and contract operations and event staff.
- Collaborate with Sales, Marketing, and key stakeholders to design and implement on-site activations, providing operational support to meet sponsor and partner objectives.

- Hire, train, and manage event crew, staff, and interns as necessary.

Kilowatt Events | Formula 1 Las Vegas Grand Prix

Site Operations and Sponsorship Manager | Oct 2024 – Dec 2024

- Managed 12 high-profile activations (LEGO, T-Mobile, Sphere, Ferrari, Heineken).
- Manage and update event operational spending and evaluate operations where cost savings are possible.

Metallica (M72 Tour)

Creative Producer | Jun 2023 – Jan 2024

- Directed VIP experiences and activations aligned with branding and sponsorship goals.
- Managed venue aesthetics and logistics to maximize guest satisfaction.

Apple TV+

Producer, Post-Production & Brand Experience | Mar 2022 – Mar 2023

- Managed AV, photography, and video content for major Apple TV+ events, including premieres, TIFF, and Comic-Con, boosting cross-channel promotion by 40%.
- Oversaw multiple high-priority projects, ensuring brand consistency and meeting deadlines.
- Collaborated with creative and PR teams to align project goals and ensure timely delivery.
- Developed systems to track budgets, schedules, and deliverables, optimizing workflow efficiency.

Cynosure | ABC Studios

Producer, Social Embed Media | Emergence, For Life, Dancing with the Stars | Jan 2019 – Feb 2020

- Produced and captured original social media content with an iPhone for ABC, optimizing assets for multi-platform engagement.
- Streamlined content review, approval workflows, and publishing across digital channels.
- Contributed to the success of FOR LIFE, which became the #1 primetime series on broadcast that season.

iHeartRadio | iHeartMedia

Senior Producer, Original Content | Oct 2015 – Oct 2017

- Key contributor to iHeartRadio's Snapchat Discover Channel launch, a pioneering partner in Snapchat's Discover program.
- Led production from concept to execution, ensuring alignment with project goals.
- Developed content across multiple platforms (YouTube, Instagram, Facebook, etc.) to optimize engagement.
- Drove Snapchat Discover's audience to 12.9M monthly views, with 1M+ unique viewers per edition.

Goldenvocie | AEG | Danny Wimmer | Insomniac | Live Nation | C3 | SFX

Artist Hospitality & Relations | Department Head | Mar 2008 – Mar 2020

- Managed artist relations and sponsor activations at major festivals, including Coachella & Stagecoach.
- Ensured efficient hospitality operations and optimized artist experiences in alignment with brand agreements.

Education

University of California, Los Angeles (UCLA) | Graduate Program, Producer Program
George Mason University | Bachelor of Arts, Mass Communications, Media & Television Production

Certifications

AutoCAD • COVID-19 Compliance Officer (LA County Department of Health) • Certified Scuba Diver

Volunteer Experience

LA Food Bank • Found Animals • Better Neighbor Project • The Birthday Party Project • ROWW
• Pasadena Community Job Center (assisting with community cleanup efforts)