

Melissa Abbatiello

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Dynamic and versatile hospitality and entertainment professional with extensive experience across liquor promotions, marketing activations, modeling, and live entertainment. Proven success executing high-energy brand activations for leading alcohol brands in nightlife venues, trade shows, sports events, and festivals throughout NJ and NY. Skilled in bartending, event hosting, and content creation—including managing social media accounts, mic'd-up interviews, and client marketing recaps. Experienced automotive show specialist, cultural event representative, and influencer collaborator. Bilingual in English and Spanish, with strong team leadership, public speaking, and sales expertise, including nicotine product promotions. Adept at engaging diverse audiences with professionalism and creative flair. Holds a B.A. in Criminal Justice from Rutgers University.

Liquor Promotions & Hospitality Brand Ambassador | Various Agencies

Agencies: Topflight Promotions, Vida Events, GGroup, Topshelf, Elevate Model Management, StarQuality Marketing, New Ground Promotions, TEAM Enterprises (2023 - Present)

- Specialized in liquor and beverage marketing for top-tier brands including Patrón, Tito's, Bacardi, Hennessy, Grey Goose, Corona, Modelo, Pacifico, High Noon, White Claw, Fresca Mixed, Angels Envy, Jameson, Screwball, Aberfeldy, SunCruiser, -196, Tequila Ocho, Dewar's, Ignite Tequila, Gin & Juice, Yuengling, Stone Whiskey, Miller Lite, and more.
 - Executed premium activations at nightlife venues, VIP clubs, and distributor tradeshow including Fedway, Allied Beverage, Kohler, Shore Point, and Peerless, as well as large festivals, sports sponsorships, golf tournaments, charity galas, retail marketing, and movie launches throughout NJ and NY.
 - Performed as a costumed character for cultural celebrations and entertainment-themed events, engaging diverse audiences and enhancing brand storytelling.
 - Provided bartending services at events, including serving as main bartender at the Fedway show and bartending at golf tournaments for Tito's, demonstrating strong mixology and customer service skills.
 - Delivered engaging bottle service, atmosphere modeling, and dynamic brand storytelling to elevate consumer experiences and increase awareness and sales.
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Marketing & Promotional Model | Various Agencies

Agencies: Ascent Talent Agency, The Caddy Girls, YEA Marketing, ATN Event Staffing, Brand Besties, B2e, Michele & Group Agency, Do It Outdoors (2023- Present)

- Represented major consumer brands as a marketing ambassador and promotional model at tradeshow, sporting events, comedy shows, concerts, festivals, and large-scale retail and experiential activations across NJ and NY.
- Served as an automotive brand specialist and host, representing Cadillac and other brands at multiple car shows and concert activations, providing in-depth product education and live demonstrations.
- Hosted family-focused activations for McDonald's, leading interactive activities for kids and parents to create memorable brand experiences.

- Acted as an on-site educator and brand ambassador for THC-infused beverages, delivering product knowledge, sampling, and consumer guidance at industry expos and consumer festivals.
- Supported high-profile entertainment campaigns including iHeartRadio Summer Kickoff, Boomer & Gio Radio Show (beer sponsor), and mobile college tours for clothing brand Edikted.
- Worked as a VIP caddy and promotional host for major golf tournaments with The Caddy Girls, ensuring premium guest service and sponsor visibility.

Modeling Experience

- **Lamborghini Spokesmodel (Independent):** Unveiled the Lamborghini Termerrario at the grand presentation event in Paramus, NJ in 2025, serving as the official spokesmodel independently from any agency.
- **BC Model and Talent Agency - 2025 Formula Drift Weekend:** Modeled for multiple days at the high-profile Formula Drift event, representing Race Treads and serving as an umbrella girl on the track alongside drivers. Featured live on TV during the opening ceremonies.
- **Trap University:** Represented the counterculture brand at the Champs Nations Trade Show/Convention in Atlantic City as a model and brand representative, engaging attendees and promoting brand identity.
- **SJL Modeling Agency:** Represented Celsius in gym activations as a fitness model and brand ambassador. Served as a race-day representative for a marathon in NYC.
- **Onit Sportswear:** Selected as the first-ever model for the launch of this gym wear brand, helping to introduce and promote the new line with energetic and authentic brand representation.

Entertainment Experience

- Worked with Dragonfly Productions as a multi-set show girl, performing dance routines with props and wings at major corporate parties.
- Performed as a fairytale character during a parade and library grand opening event, interacting with children in full costume and makeup.

Skills

- **Mic'd-Up Interview Host & Public Speaking:** Experienced conducting live interviews and engaging festival audiences to enhance event storytelling and brand visibility.
- **Content Creation & Social Media Management:** Managed and grew an agency's Instagram account independently, creating original posts, stories, and polished marketing recaps.
- **Photo & Video Editing:** Skilled in editing photos and video content to produce professional-grade marketing materials and social media assets.
- **Marketing & Client Reporting:** Developed comprehensive client recaps and reports to showcase activation success and campaign impact.
- **Influencer & Brand Collaboration:** Created influencer-style content and managed minor photography projects to boost brand engagement across platforms.
- **Event Hosting & Brand Representation:** Confident and energetic brand ambassador with expertise in public engagement, VIP events, and experiential marketing.
- **Team Collaboration & Leadership:** Proven ability to work effectively with teams during large-scale events and coordinate with cross-functional groups.

- Bilingual Communication: Fluent in English and Spanish, skilled at engaging diverse audiences in bilingual event settings.
 - Sales & Product Promotion: Strong sales experience, including nicotine industry promotions for NAHA pouches, driving consumer interest and product uptake.
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Education

Rutgers University, New Brunswick, NJ

Bachelor of Arts in Criminal Justice, Summa Cum Laude - May 2024

Minors: Sociology, Psychology, Political Science

Famous Bartending School, Woodbridge, NJ

Bartending Certification - March 2025

Certifications

- Cardiopulmonary Resuscitation (CPR) · Pediatric CPR · Automated External Defibrillator (AED) – 2023
- National Seal of Biliteracy (English/Spanish) – 2020
- Division of Alcoholic Beverage Control Marketing Agent – 2024
- Bartending Certification – 2025