

MELANIE LIZARRAGA

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EDUCATION

Emory University | College of Arts and Sciences

Atlanta, GA

Bachelor of Film and Media Studies | Visual Arts Co-Major

Expected May 2025

- **Relevant Coursework:** 21st Century Media Audiences, Economics of Television and Streaming, Screenwriting, Intro to Filmmaking, Intro to Graphics, and Intermediate Graphic Design

PROFESSIONAL HISTORY

Live Events Game Day Associate Mercedes-Benz Stadium

Feb 2024 - Present

- Serve as a production assistant for Atlanta United games and Falcons games
- Quickly adapt to different roles on a game-to-game basis including coordinating events and performances on the field during the game and setting up activations inside and outside the stadium on a timed schedule
- Assigned as the personal liaison for the color guard and dance performers and managing their duties during the national anthem and the game due to reliability, organization skills, and personability

Emory Campus Manager

Dec 2022 - May 2023

Fresh Prints - Remote

- Built own business by marketing myself and designing and placing apparel orders for multiple organizations including one sorority, two Emory organizations, and one Georgia Tech fraternity
- Personally reached out to each of the organizations through social media
- Generated over \$6,000 in sales from the seven orders placed throughout the semester

Tour Associate

June 2022 - Aug 2022

Warner Brothers Studio Tour Hollywood - Los Angeles, CA

- Engaged with hundreds of visitors each day and answered questions in the different interactive exhibits throughout the tour and gave a presentation on sound mixing
- Managed spreadsheets on Microsoft Excel, organizing the tour start and end times
- Managed crowds during challenging situations, including a guest passing out from heatstroke and other unforeseen situations

Market Cashier

Summer 2021, 2022, 2023

Hollywood Bowl Food & Wine - Los Angeles, CA

- Managed tasks of operating cash register, restocking food, opening wine bottles, and keeping inventory simultaneously during shows and performances
- Served an average of 900 customers and generated an average of \$30k on register per show

Social Media Strategist: Instagram

Feb 2022 - May 2022

Thankless Production Fellowship - Remote

- Led Instagram operations, created graphics, and enhanced engagement, increasing followers from 450 to 500 and boosting website and Youtube traffic by 40%
- Regularly studied demographic analytics to create this success

LEADERSHIP AND ACTIVITIES

Vice President of Recruitment

Jan 2022 - Jan 2023

Delta Phi Epsilon - Atlanta, GA

- Oversaw a chapter of 65 people and a budget of \$5,000 during spring recruitment
- Implemented a two-day long recruitment retreat into sorority tradition, facilitating efficient training for the first in-person recruitment since the pandemic
- Personally recruited 23 members through continuous open bidding (informal recruitment)
- Created engaging reels on social media, increasing engagement on Instagram and accumulating total of over 16k views in 2023
- Designed apparel for all sorority members and negotiated prices within a \$1,500 budget per order

ADDITIONAL

Technical Skills: Microsoft Office Suite (Word, Excel, PowerPoint), Google Suites, Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro), AutoCAD, 3DS Max, Canva, Procreate, Final Draft, Final Cut Pro, Zoom

Practical Skills: Script Coverage, Digital Marketing, Event Marketing, Customer Service, Creative and Analytical Skills, Financial Management, Event Management

Interests: Marketing, Advertising, Production, Casting, and Merchandising.

Awards: Screencraft Short Film Screenplay Competition 2024, Quarterfinalist for short film *Seeing Red*