



An extensive stage, film, and storytelling background informs every engagement. Working organically with clients to uncover the core of their message, Melinda helps leaders and organizations deliver compelling narratives that move people to act. That means one-on-one executive coaching, live presentation skills workshops, custom virtual curriculum, and full-scale creative direction — often for the same client.

SELECT CLIENT WORK

Bloomberg Philanthropies

Creative Director & Staging — Earthshot Prize Innovation Summit / UN Climate Action Forum

Provided overall creative direction and staging for two major Climate Week NYC events at The Plaza Hotel. Featured speakers included Michael Bloomberg, Prince William, Matt Damon, Bill Gates, Sam Waterston, Caroline Kennedy, multiple Heads of State, Earthshot Prize winners, and leading climate advocates.

AlphaSense

Speaker Coach & Writer

Speaker coach and writer for President & CRO Kiva Kolstein; speaker coach and content editor for CEO & Founder Jack Kokko and EVP Product Development Stephen Lynch, recipient of the 2024 American Business Awards Gold Award for Executive of the Year.

Port of Los Angeles

Speaker Coach & Writer — Gene Seroka, CEO

Ongoing coaching across press conferences, State of the Port presentations (virtual and live), and TV media appearances.

Autodesk

Content Developer, Writer, Presenter & Speaker Coach

Designed and delivered a customized series of eight videos on presentation skills, along with two virtual webinars — Clearer, Shorter, Smarter: The Power of Story and Clearer, Shorter, Smarter: The Power of Presence — bringing the same live coaching methodology to a distributed global audience.

IBM THINK

Creative Director, Casting & Staging

Provided creative direction, casting, and staging for multiple video and live performances. Speaker coach for C-Suite executives and featured guest speakers.

IBM TechXchange

Content Developer, Writer, Presenter & Speaker Coach

Created and delivered a customized webinar, Unleashing the Power of Story, and a live presentation skills session, Capturing Attention in a Distracted World — the highest-attended session in the Professional Development track at the conference.

Scientific Systems — AI-Powered Autonomy for Warfighters

Speaker Coach & Content Creator

Prepared CEO & Founder Dr. Raman Mehra and President Kunal Mehra for the company's Grand Opening event with U.S. Senator Markey.

Akamai Technologies

Executive Speaker Coach & Content Editor

Coached multiple C-Suite executives, most recently for the Journey to Zero Trust event.

Microsoft

Creative Director & Executive Speaker Coach

Direction and executive speaker coaching across multiple corporate events and presentations.

McDonald's Global

Director & Speaker Coach

Direction, staging, and speaker coaching for global meeting featuring Beyoncé.

Broadcast Upfronts

Creative Director — ESPN, FOX TV, WE tv

Casting and direction for ESPN; direction for FOX TV featuring Sheryl Crow; multi-year creative direction, writing, and content development for WE tv.

Pharmaceutical

Creative Director, Writer & Executive Speaker Coach

Creative direction, writing, and executive speaker coaching for events across Pfizer, AstraZeneca, Novartis, Biogen, and additional pharma clients.

Sesame Street

Director & Casting

Casting, staging, and direction for multiple events featuring Brandy.

FILM & TELEVISION

CBS Promo — Girl Power PSA

Creative Staging · Red Thread Productions

Named "a perfect ad for a great cause" by AdWeek and one of the ten best spots by Paste Magazine. Featured in Super Bowl 2019.

CBS Promo — Fall Lineup Teaser

Casting & Staging · Red Thread Productions

Winner of the Promax Gold Award.

Sondheim's COMPANY — New York Philharmonic

Assistant Director, Film Production

Assistant director for the filmed production of the landmark New York Philharmonic concert staging.

Stuart Little I & II — Directed by Rob Minkoff

Staging & Creative Storyboarding

Musical sequence staging and storyboarding (starring Geena Davis, Hugh Laurie, Jonathan Lipnicki).

Saturday Night Live

Assistant Choreographer

Multiple seasons.
