MELISSA GOLDSPINK

CREATIVE PRODUCER · VISUAL STORYTELLER · BRAND & CONTENT



Storytelling. Connection. Meaning.

CAREER SNAPSHOT

PERSONALLY, IT ALWAYS COMES BACK TO STORYTELLING + CONNECTION

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Over the last two decades, I've had the privilege of discovering what I love most about creative work: finding the meaning behind an idea and turning it into something people can feel.
My career has taken me through graphic design, entertainment, live events, content, film, production, and brand building. Helping build a startup taught me far more than design ever could—from talent and partnerships to production, operations, revenue, and audience growth.

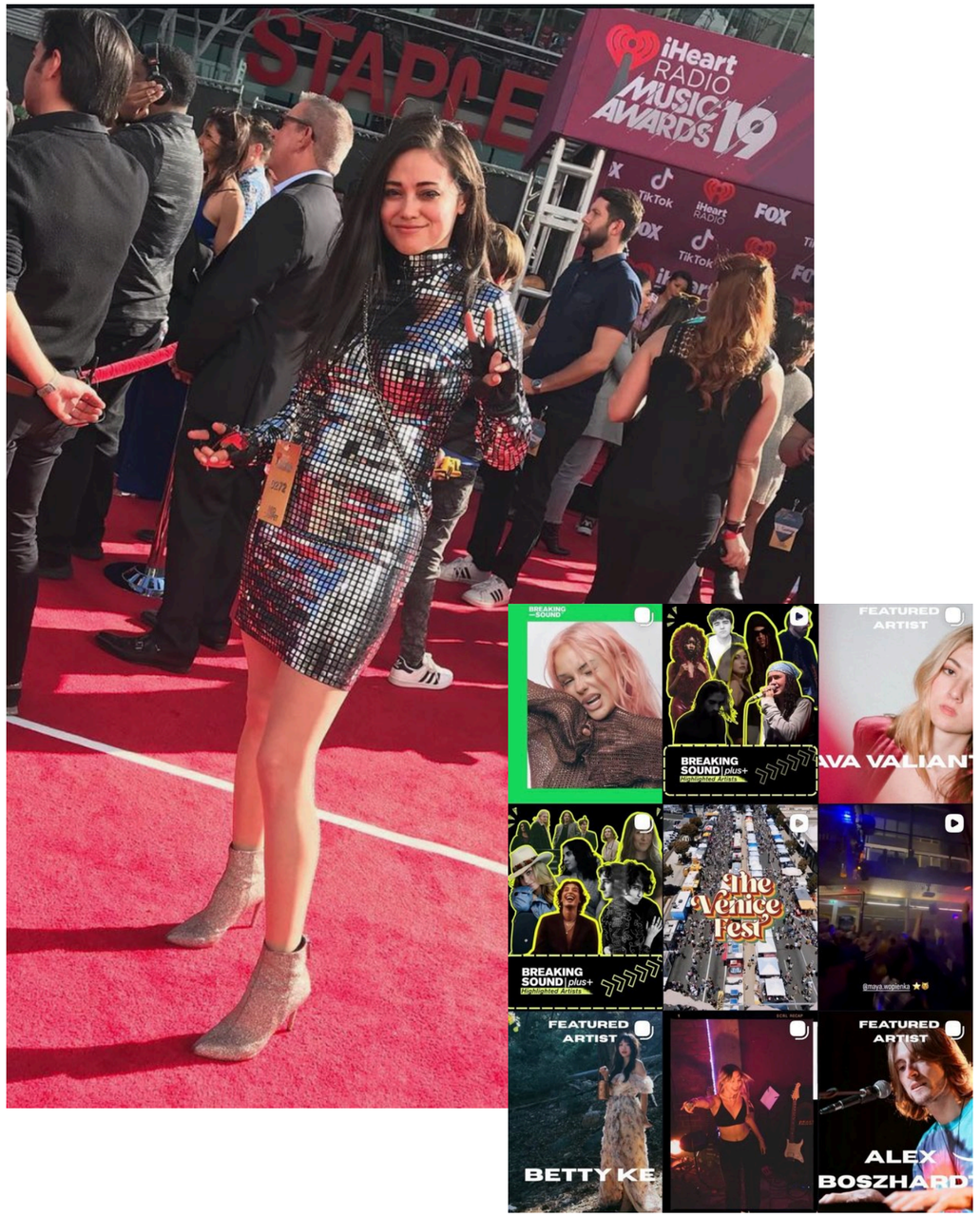
But the question I keep coming back to is simple:
What does this mean to the audience, and how can we make them care?
Whether I'm building a brand, designing a campaign, producing content or creating an experience, I believe the best work has heart and character. Pair that with thoughtful storytelling, and that's where the magic happens.

SELECTED INDUSTRY EXPERIENCE

ENTERTAINMENT + STREAMING
Fullscreen Media · Netflix Titles* · Warner Bros. / Harry Potter*

LIVE + CULTURE
iHeartRadio Awards · Red Carpet Interviews · Industry Events & Panels · Live Music

CONTENT + STORYTELLING
Film · Podcasting · Radio · Publishing · Creator Brands · Original IP



CREATIVE STRATEGY THROUGH STORYTELLING

Understanding what captures attention, builds trust, and creates immediate connection.

/Creating emotionally-driven campaigns and audience experiences that blend storytelling, visual identity, and engagement strategy across digital and live platforms.

AUDIENCE PSYCHOLOGY/

Understanding audience behavior, emotional connection, and what drives engagement.

CAMPAIGN STORYTELLING/

Building cohesive visual narratives across content, events, and social platforms.

CONTENT & BRAND EXPERIENCE/

Developing multi-platform content systems designed for consistency, engagement, and audience growth.









BREAKING SOUND/

Building Culture Through Live Experiences

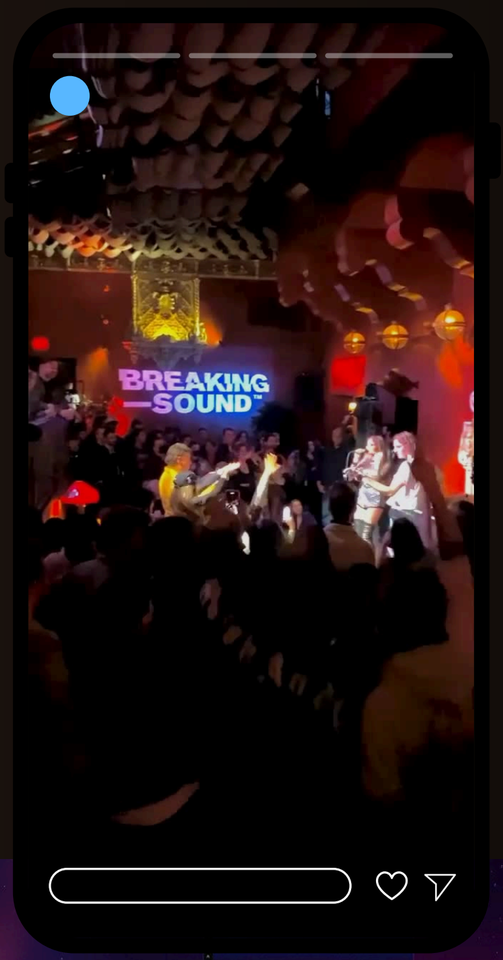
Global live music platform producing 100+ monthly events across multiple cities, combining live performance, artist storytelling, social-first content, and audience-driven experiences.

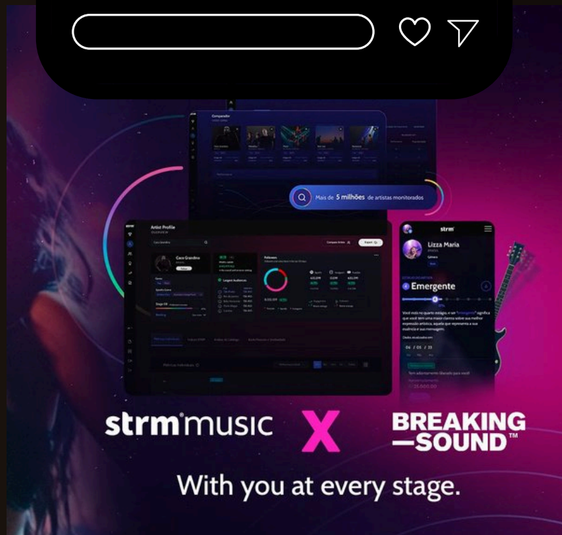
Key Results:

- 100+ events monthly
- 50–300+ attendees per show
- Thousands reached through live + digital experiences
- Partnerships with artists, brands, and venues

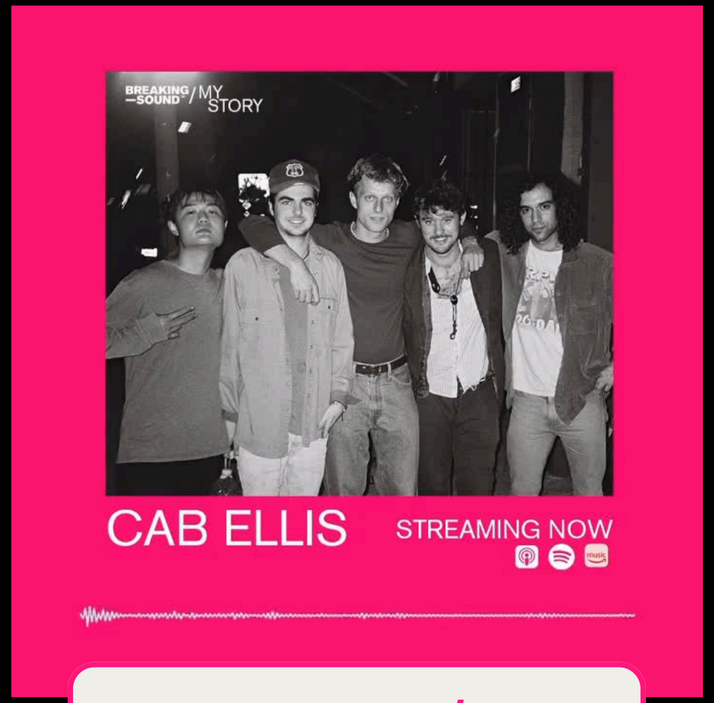








PODCAST/ RED ROOMS/ RADIO
ARTIST STORYTELLING



MY STORY/
PODCAST

ARTIST-FOCUSED CONVERSATIONS EXPLORING CREATIVITY, INSPIRATION, AND THE HUMAN STORIES BEHIND THE MUSIC



REDROOMS/
TV PRODUCTION

CINEMATIC LIVE PERFORMANCE SESSIONS DESIGNED TO SPOTLIGHT ATMOSPHERE, IDENTITY, AND ARTIST PRESENCE.



BSR/
RADIO

A DIGITAL RADIO PLATFORM BUILT TO AMPLIFY EMERGING ARTISTS AND CULTIVATE MUSIC DISCOVERY.

DOS HOMBRES

hype.

POWERED BY TIXR

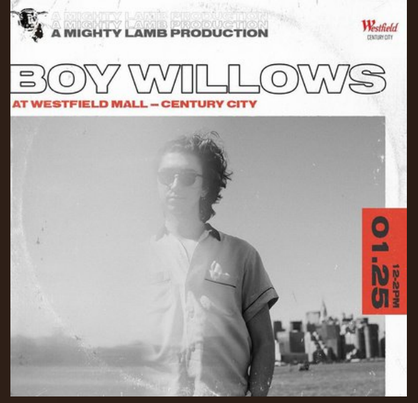
Westfield

splice

GENERATOR

spirit

iHeart RADIO MUSIC AWARDS











AUDIENCE-DRIVEN BRAND EXPERIENCES

Building culturally driven campaigns and live experiences designed to strengthen artist visibility, audience engagement, and community growth across digital and physical platforms.

AUDIENCE REACH

- 38.8K+ followers across Breaking Sound channels
- 18.2K+ audience on Breaking Sound LA
- 60K+ email subscriber network
- Multi-city audience engagement across live + digital campaigns
- Supported successful launches across radio, podcast, and TV special programming

BRAND SCALING + GLOBAL EXPANSION

01

Audience & Event Expansion

Supporting the growth of Breaking Sound through multi-city live experiences, venue partnerships, and artist-focused events.

02

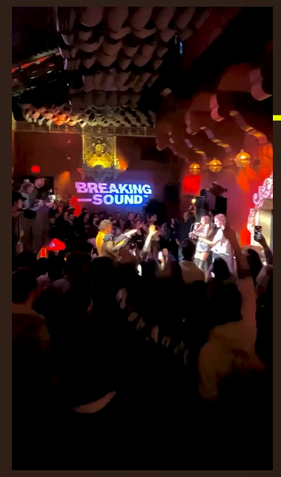
Cross-Platform Campaign Execution

Coordinating artist announcements, email campaigns, social storytelling, radio promotion, and audience engagement across digital platforms.

03

International Brand Growth

Contributing to international campaigns, festival activations, touring promotions, and culturally relevant audience experiences across expanding markets.





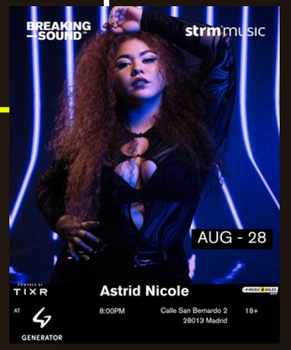








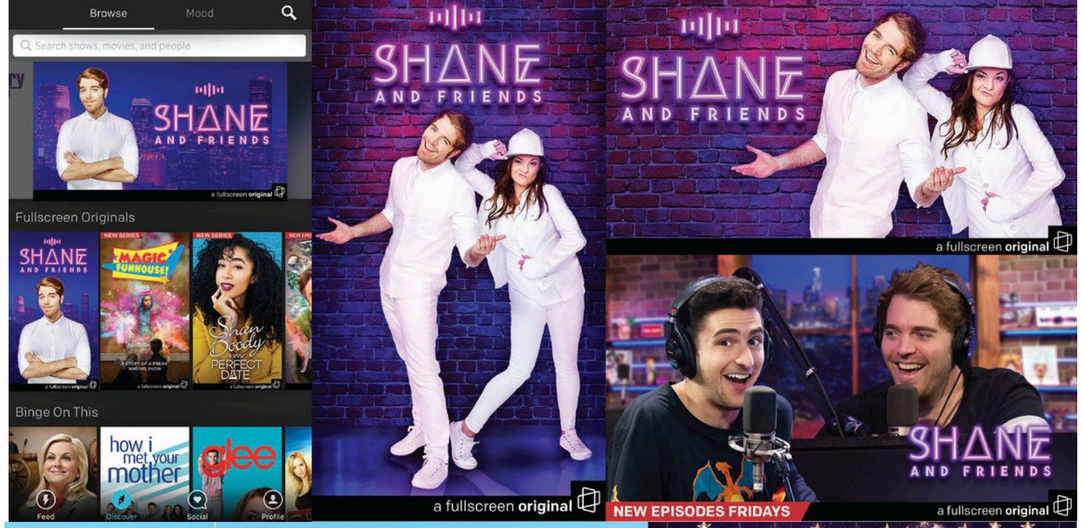


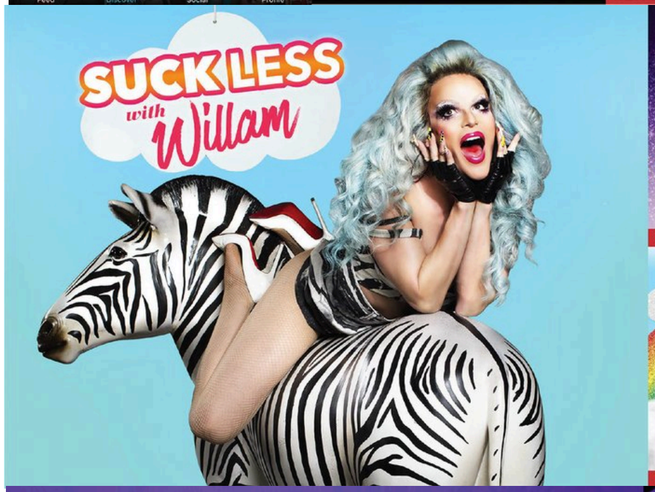






















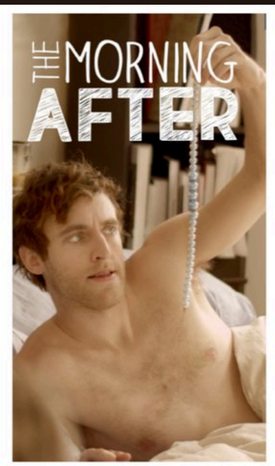
FULLSCREEN

Designer & Creative Producer

Contributed to entertainment marketing campaigns, digital content, promotional assets, and audience-facing creative for major media and creator-focused initiatives.

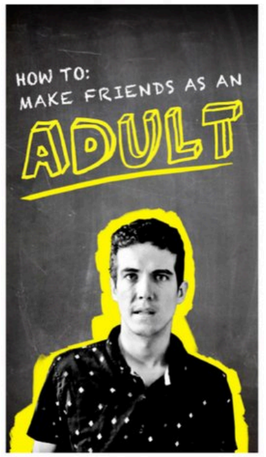
Key Contributions

- Marketing Campaign Design
- Digital Content Production
- Entertainment Branding
- Social Media Assets
- Promotional Creative
- Audience Engagement Content









ANGEL

Producer | Feature Film

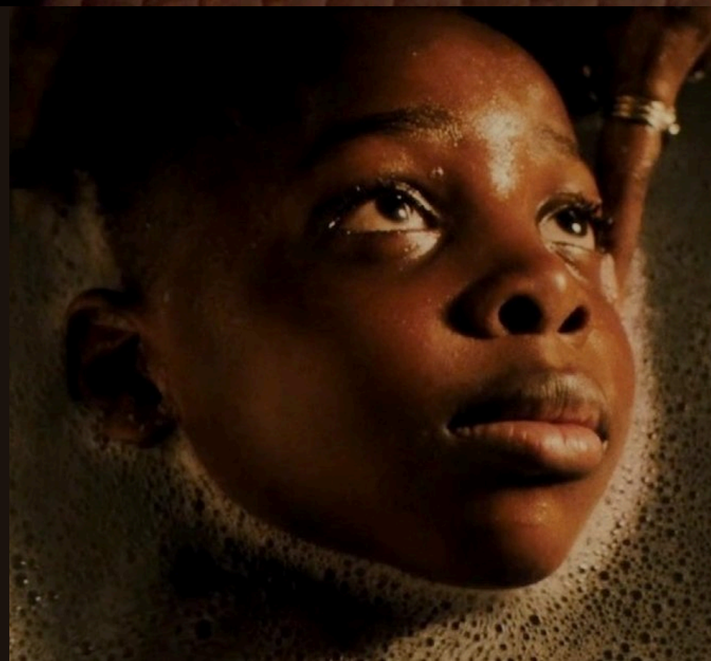
Angel is an independent feature film exploring themes of resilience, sacrifice, redemption, and hope. As part of the production team, I supported development, creative planning, outreach initiatives, and production coordination during the project's growth and funding stages.

Key Contributions

- Investor & Sponsorship Outreach
- Press Kit Development
- Creative Strategy & Project Positioning
- Marketing & Promotional Planning
- Production Coordination & Communications
- Partnership Research & Relationship Management







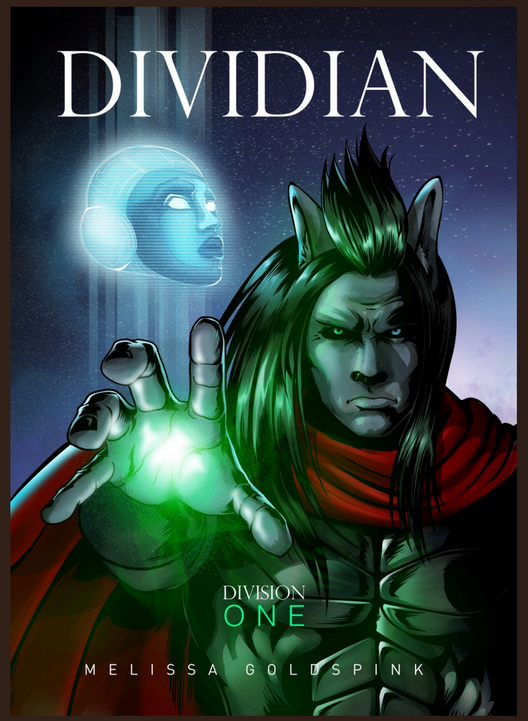
DIVIDIAN

Creator • Writer • Illustrator • Creative Director • Worldbuilder

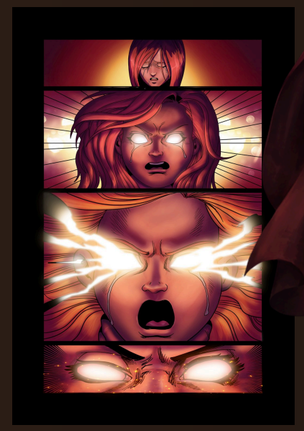
An original fantasy universe developed from concept through story development, character design, worldbuilding, illustration, marketing strategy, audience development, and franchise planning.

Core Responsibilities

- Story Development & Narrative Design
- Character Creation & Visual Development
- Worldbuilding & Lore Architecture
- Comic Illustration & Sequential Storytelling
- Brand Development & Franchise Planning
- Audience Building & Community Growth
- Content Marketing & Social Campaigns
- Kickstarter & Crowdfunding Strategy



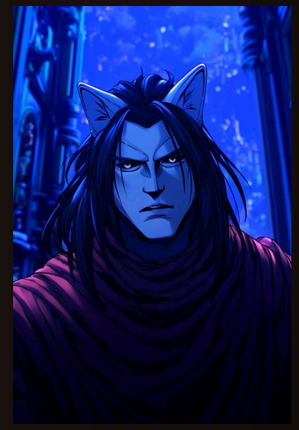


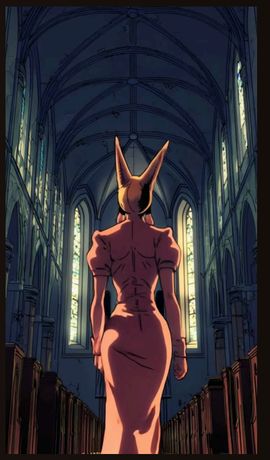












THANK YOU

Melissa Goldspink

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STORYTELLING. CONNECTION. MEANING.

LET'S CONNECT

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