

Melissa Goldspink

CREATIVE PRODUCER | VISUAL STORYTELLING | BRAND & CONTENT

Creative Producer and multidisciplinary designer with 10+ years of experience turning ideas into compelling visual stories. My background spans graphic design, branding, social content, video, live experiences and creative production—from developing the initial concept to delivering the finished work. I bring together storytelling, strong visual instincts and organized execution to create work that connects with audiences and brings brands to life.

CONTACT

Phone:
(954)716-0155

Email:
melissagoldspink@gmail.com

Location:
Phoenix, AZ

Link:
VIEW WEBSITE
VIEW PORTFOLIO

SKILLS

- Creative Direction & Visual Storytelling
- Graphic Design & Brand Development
- Content Creation & Social Media
- Video Editing & Production
- Multimedia Design & Production
- Brand & Campaign Development
- Creative Concepting & Ideation
- Live Event & Experience Production
- Creative Project Management
- Cross-Functional Collaboration
- AI-Assisted Creative Production
- Audience Engagement & Content Strategy

EDUCATION

ART INSTITUTE OF FORT LAUDERDALE

Media Arts & Animation
Bachelor's Degree | 2003 - 2008

WORK EXPERIENCE

ESTIMATING CONSTRUCTION USA

Marketing, Business Development & Creative Specialist | Contract | 06/26 - 9/26

- Contracted to support marketing, business development, creative communications, and operations.
- Designed branded sales materials, presentations, social content, and client-facing programs.
- Managed prospect research, lead generation, LinkedIn outreach, and CRM organization.
- Supported cross-functional projects across marketing, estimating, and business development.

BREAKING SOUND

Creative Producer & Content Director | 03/2015 - 07/2026

- Designed branded campaigns, promotional assets, social media graphics, presentations, and multimedia content for a global live music platform producing 100+ monthly events
- Maintained brand consistency across digital campaigns, event marketing, artist promotions, and audience-facing content
- Collaborated cross-functionally with marketing, production, venues, and creative teams to align visual execution with campaign goals
- Managed high-volume creative workflows across live events, social media, and digital marketing in fast-paced environments
- Developed audience-focused visual storytelling across artist campaigns, podcast content, partnerships, and event promotion

FULLSCREEN MEDIA

Key Artist, SVOD Division | Contract | 03/2017 – 11/2018

- Contributed to creative development and visual storytelling for streaming (SVOD) content and platform campaigns
- Participated in live tapings and on-site activations, supporting content execution and audience engagement
- Collaborated with cross-functional teams including production, marketing, and strategy to align content with platform goals
- Participated in meetings involving audience analytics and content performance, contributing to creative direction decisions
- Developed visual and promotional assets aligned with programming, distribution, and audience engagement strategies