

Melissa Karlin

www.melissakarlin.com

Work Experience.

Mattel. Senior Copywriter / Copywriter.

Oct 2018 – Present

Packaging and branding copy for Pixar evergreen, Lightyear, Value Channel and established copywriter role in plush including Star Wars, Marvel and Pixar brands. Write E-Comm copy for Star Wars, Marvel and one-off Plush products. Develop collector Bad Robot Mattel Creations item packaging communication.

Awards: Part of two TOTY (toy of the year) award winning teams - Toy Story 4 Action Figure Line & Star Wars The Mandalorian The Child Plush.

GDUSA Packaging Design Winner for multiple brands and items from 2019 - 2022.

Karlin, Hiura & LaSota. Creative Content and Marketing Manager.

June 2018 – April 2022

Re-brand creative materials including print media, website, copy, photos, logos and beyond. Design booth experiences for conferences, working on-site.

Myriad Marketing – MMGY Global. Account Executive – Custom Publishing.

Aug 2016 – June 2018

Manage publication cycles and production for direct mail, custom publications, brochures and teaser videos for Signature Travel Network and African Travel Inc. Assist other brands as needed: Taiwan Tourism Board, Princess Cruises and Cunard.

Citizine. Social Media and Marketing Associate, Writer and Editor.

Oct 2015 – June 2016

Build social media, develop strategic brand partnerships and collaboration, supporting the MCN & editorial teams. Curate videos and interview video producers, write original lifestyle stories and natural site language, and edit articles.

Freelance Writer & Photographer.

2015 – Present

Notable Publications: Los Angeles Review of Books Blog, Paste Magazine, TravelAge West, Aesthetica Magazine, LA Music Blog, Prohbtld.

Editorial and Non-Profit Art Organization Internships, Projects, Volunteerships and Independent Contractor Positions.

Paddle8 (Benefit Auction Contractor), **Windows on Death Row** (Exhibition Graphic Designer, Exhibition Assistant and Web Designer), **NuArt Projects** (Project/Programming Manager), **TravelAge West** (Editorial Intern), **Somerset House** (Public Programming), **Borough Road Gallery** (Researcher, Invigilator), **Fowler Museum at UCLA** (Educator, Visitor Services), **Pair Shaped** (Communications Coordinator), **Six Points Fellowship** (Intern)

A media world omnivore with a diverse background in film, art, travel, writing, photography, editing, marketing and watching obscene amounts of television.

Skills.

Adobe Creative Suite, branding development, storyline strategy, managing publication cycles, print production, Microsoft Office Suite, Google Docs, Squarespace website development

Education.

King's College London – Master's of Arts. 2013.

Cultural and Creative Industries

Dissertation – Eating the Other: Anthony Bourdain, the Tourist Gaze and Distinction as Represented in Travel Documentary Television Shows

Oxford Brookes University – Bachelor's of Arts. 2011.

Film Studies and History of Art, Magna Cum Laude

Dissertation – The Jewish Representation of Jews in Visual Culture and the Immigrant Experience during the Modernist Period 1890 – 1940