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[MMA]

Storytelling Samples

Index of Contents

The following content will showcase samples of adaptive storytelling skills through a variety of styles. Some projects were made in collaboration with other creative during my time in agency marketing and through a creative network of talent that I am fortunate to be working with. To get a better sense of my personal creative writing style, please visit the blog on my website: www.MelodyAustin.com.

Writing Samples

- **Content Marketing Blog Driving Sales Goals**
- **Branded Industry News Update**
- **Print News Editorial Feature**
- **Web News Editorial Feature**

Digital Content & Marketing Campaigns

- **National Mobility Awareness Month 2014** – The largest social media campaign I've ever managed including ad spending, creative strategies, and customer service support.
- **Social Contest Driving Engagement** - Conceived creative strategy, collaborated with design team for graphics, and executed campaign.
- **Social Contest Driving Product Awareness** – Conceived creative strategy, created branded content, created assets for customers to use, and implemented campaign to drive engagement.
- **Social Media Community Development** – Updated social contest from previous year to be more engaging with client's social audience.

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Writing Samples

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Blog Sample: T. Skorman Productions

Published on Feb. 18th, 2016 - [Link: http://www.talentagency.com/2016/02/18/book-celebrity-talent-5-tips-for-event-planners/](http://www.talentagency.com/2016/02/18/book-celebrity-talent-5-tips-for-event-planners/)

Book Celebrity Talent: 5 Tips for Event Planners

Booking [celebrity talent for corporate events](#) can be an intimidating task for even the most experienced event planner. Luckily, for over 30 years, the [T. Skorman team](#) has been helping special event planners – from novice to savvy meeting professionals – get the talent they need to make them look good.

While it's our goal to make this process as smooth as possible, there are a few precautions planners can take to set their events up for success. Here are the top 5 tips event planners need to know when booking celebrity talent.

1. Know Your Budget



Celebrities come with additional expenses outside of their base costs. The price of the artist does not include production costs (sound, lighting, backline equipment), travel expenses (air, hotel, ground), and rider requests (including but not limited to stage, power, security, and catering). A \$50,000 act can easily double in amount with the expenses necessary to make the show happen. Knowing your client's budget and their exact expectations is critical.

Save your team time and disappointment by establishing an appropriate budget.

2. Know Your Audience & Set Expectations

While budget is important, matching the celebrity talent to the planner's audience is the single most important element in achieving success. An audience of young, tech-oriented singles might not respond to Diana Ross as favorably as an audience of couples in their 50's. Another example is an act like Kendrick Lamar. He may not reach a mature Midwestern audience of farm equipment dealers but is the perfect choice for an urban audience in New York City.

Another element to consider about an audience is understanding what is to be achieved through the entertainment. Will the guests want a concert where they are up on their feet or is a sit-down show a better choice? Will they dance or would they rather spend the time networking? Knowing these things up front will help you hit a home run with your choice of entertainer.



3. Allocate the Appropriate Time

The average act will require 4 to 6 hours for setup and soundcheck — assuming that lighting and audio are already in place. If this amount of time is not available, your offer needs to reflect that information so the act can make an educated decision as to whether they can adjust to the available schedule. Also, if your act is to be a surprise to your guests, where will your guests be during the time the act is making their sound check? Finally, many acts **require** the ballroom to be empty (no servers setting up tables) during sound check. Knowing your schedule in advance is an important piece of the puzzle that will lead to a smooth and glitch-free show.

4. Keep the Catering



As previously mentioned, there are many elements the act will require in addition to their fee. One of these is dressing room catering. A common mistake event planners make is trying to save money on the catering requirements. While managing costs is important, this is not the place to do it. The dressing room catering is one of the only things the act sees. Making cuts here will send the wrong message before the show even starts. We've heard experienced planners comment that part of the reason for limiting the catering is that they've often walked into the dressing room after the show to find the food untouched. While this does happen, the relative cost of the catering (\$1,500 - \$3,000) is usually insignificant compared to the overall price of the act.

If savings need to be achieved, negotiating out some of the lighting or other production areas can be a way of handling this in a way that doesn't impact the act as intimately. If you're still not convinced, call your T. Skorman rep and ask them to tell you their story about Van Halen and the brown M&M's.

5. Make Your Offer Count

Know what you want before you make an offer. All celebrity talent requires a firm offer before committing to an event. Your initial offer is the time to ask for everything you want from the talent — and don't forget to be specific about the details. Things like meet and greet times, particular songs they would be expected to play, or the number and quality of accommodations available are all important to include. After an offer is accepted, any changes requested by the planner or their client require negotiating with the act. Bear in mind, most acts are hesitant to negotiate changes after an offer is finalized.

These five tips are a great start when planning celebrity talent for your event. Our team is here to help you every step of the way. [Contact us](#) to handle the perfect celebrity talent for your next event.

For more information, check out our video on [Booking Celebrity Talent](#).

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Blog Sample: Wrestlers In Business Network

Published on March 30th, 2015 - [Link: http://www.wrestlersinbusiness.org/news/223996/Beyond-March-Madness.htm](http://www.wrestlersinbusiness.org/news/223996/Beyond-March-Madness.htm)

Beyond March Madness

It's an exciting time in collegiate sports right now. We're getting closer to the final stretch of March Madness, and can't help recognizing what this tournament means for all student athletes.

While people are rooting for the game-winning shooter or admiring the focus of the pressured underdog, we can't help but see it as a display of what collegiate student-athletes bring to the workforce. It's hard to believe that of all the talented collegiate all-stars less than 2% will go on to play professionally.

The sacrifices athletes make for the sake of competition, like missing opportunities to meet job recruiters and apply for internships is a roadblock to their success after college. However, the right guidance can turn their sacrifices into their biggest résumé builder.

Student athletes, outside their sports, have been found to excel at time management, have an excellent work ethic, and great communication skills. A large portion of the WIBN mission is to advocate for every athlete to have the resources necessary to connect these skills in a successful business career.

School budgets across the country are feeling the stress caused by the cutting back of these connecting resources, including cutting the funding for non-revenue sports (like wrestling) to support scholarships for larger programs. WIBN is committed to providing resources specifically for wrestlers preparing for their new focus after the final bell rings, and we encourage opportunity for every sport to contribute skilled business professionals to the workforce.

Rest assured that the WIBN Network is here to be the support and platform to turn any wrestler's career into a journey that's exciting as traveling to the Final Four.



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POP CULTURE TREND STYLE WORDS

BRINK

Issue 18

October/November 2011
www.brinkmagonline.com

BRINK Exclusive

TYRA BANKS

on Modelland & Making Moves

THE ONES TO WATCH

Three eye-catching talents breaking down barriers featuring Jonah Gilmore, Delikate Rayne, Tony Nakanari

CLICK, CLICK *Flash!*

WOLF POLAROID

Setting-In-Motion

How Lil' Mo is recharging her batteries

GET *the* LOOK

NO GIRLS ALLOWED!

FALL FASHION ISSUE

featuring OUR UNCAPPED WINNER:

Eliza Torres

+ Kimberly Hendrix, Patricia Valery, LaRae Wilson



Modelland, Reflections of Beauty and Paradise

Fall is off to a fierce start for former Orlando resident, Tyra Banks. Her hit series America's Next Top Model (ANTM) is going strong in its 17th Cycle, and she released the first book in her young adult fiction trilogy, *Modelland*.



By Melody Austin Photos by Ben Stitzer

“I’m focusing on expanding the definition of beauty and making girls feel even more beautiful when looking in the mirror at the reflection of themselves,” Tyra Banks said to over 200 fans in mid-September at her *Modelland* book tour stop in Bal Harbor, Fla.

Modelland is a magical land in the mountains of a fantasy town called Metopia. It is a place where ordinary girls are trained to become intoxicellas, which are supermodels with super powers!

The trilogy follows a 15-year-old girl named Tookie De La Creme. Tookie and three other girls are the unlikely choices for highly coveted invitations to Modelland. The story unfolds as Tookie discovers the ugly side of beauty and “goes from the runways to running for her life,” as Tyra put it.

Throughout the tour, Banks has admitted to placing some of her own experiences into *Modelland*'s multi-dimensional characters. For instance, Tookie starts modeling at the same age Tyra began modeling — around 1988. As with *ANTM*, Banks' cast of characters are meant to represent different types of beauty.

“Tookie is very similar to me, except her parents are crazy and mine are amazing! Describing the character that most resembled herself at 15 years old, Banks said “she has multiple personality disordered hair. She’s awkward, lanky, and has a forehead that goes on, and on, and on. She has one green eye and one brown one, so she feels like a freak.”

Tookie's fellow outcasts in *Modelland* are loosely inspired by other people who have had an effect on Tyra's life. When Banks describes these girls, a sense of pride fills her signature “smize.”

Dylan is a “fiercely real girl”—Tyra's term for the plus sized physique- based on multiple plus sized models Banks has encountered through the years. “If you have some junk in the trunk, then Dylan is your girl,” Tyra said with her keepin — it-real — girl pat on her bum.

Shiraz is a short girl with freckles. This character shares the spunk and name of a former roommate the Bankable Productions CEO had earlier in her career.

Piper is a girl with Albinism. Fans of *The Tyra Show* may remember Shaun Ross, the young male African American model with Albinism that approached Banks on the streets of New York.

“He tried to get my attention, but I told him I had to keep walking. I meant for him to walk with me, but he didn't know that,”

Tyra explained. “When I turned around he was gone. I tweeted until people found him, and I brought him on my talk show.”

“After that encounter, I changed him into a girl,” she stops mid-sentence to giggle at the phrase and gives a quirky facial expression. “And I changed Piper's character to have Albinism. He had that much of an impact on me.”

Tyra still assures people that although she has inspirations from the real world, the story of *Modelland* is simply one of fiction. Her greatest hope is to entertain her readers but also use the medium to continue her mission of empowering women and giving new people a chance.

“If I do something It's going to be serious, big, and strong,” Banks said changing her lighter tone to one of a seasoned business woman. “I'm not just going to throw my name on something.”

The Forbes '2009 Highest Paid Woman in Primetime admitted her companies success has been based on gut alone so far, and she wanted even more knowledge to reach her goals of helping everyone understand that they are beautiful. So, Tyra enrolled in Harvard's Owner/President Management Program where she completed the past term with a more focused business mind.

“I've already been offered to make [*Modelland*] into a movie. I said no because I was still writing, and I didn't want to be [swayed] by some powerful producer.”

Tyra hasn't ruled the idea out all together. She also stated that if *Modelland* were ever to become a movie, then she wouldn't want the actors to be famous.

“I love giving people a chance, and that's what I'm trying to do with my company.”

BRINK also learned something else that Tyra loves! Her engaging and stunning smize turned into a bonnafide — nine — year — old — kid — in — a — candy — store smile, when she started talking about “The City Beautiful.”

“I love Orlando!” Tyra said after describing every area from Sand Lake Rd. to Lake Buena Vista! “I actually bought a home there and lived there for six or seven years. I sold it a couple of years ago. To me, Orlando is paradise.”

Tyra revealed — exclusively to us — that there is something special in *Modelland*'s main town Metropia that the folks in Orlando can appreciate. Metropia is made up of four quadrants, and each has its own weather. “LaDorna,” is perfect weather all the time. It's the town center, where everything is perfect and beautiful. It's also where The Day of Discovery is held every year, which is when the models are chosen,” Banks said describing the fantasy paradise.

“If people from Orlando look at the word LaDorna, and study it, then something will appear.”

We won't do your homework for you. Guru Tyra has spoken! As you read her debut novel in your piece of Central Florida paradise, remember that “beauty is in the smize of the beholder.” ■

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Featured Web Article Sample: Charisma Magazine Online

Published on August 28th, 2012

Link: <http://www.charismamag.com/spirit/spiritual-growth/15537-confessions-of-a-survivor-spiritual-lessons-from-hurricane-katrina>

A Survivors Confession: Spiritual Lessons From Hurricane Katrina



As the Gulf Coast gears up for Tropical Storm Isaac, residents also remember the devastating Hurricane Katrina. Isaac is expected to take shore Wednesday, the same day that marks the seventh anniversary of Katrina.

Thankfully, Isaac—which is expected to be at least a category 1 hurricane when it hits land—is nowhere near the magnitude of Katrina. During this time survivors remember what was lost and appreciate what has been found. God has used the consequences of this disaster to not only rebuild faith in him, but our faith in one another.

On a restless night I still find myself asking, *Why did this happen?* Any event of unexpected devastation leaves people with this unanswerable question.

The National Hurricane Center reported there were at least 1,836 deaths from the storm and \$81 billion in damages across the Gulf Coast, including my hometown, New Orleans.

The horrifying realities of seeing a culture scattered and lives misplaced made it difficult to appreciate any spiritual blessings from the situation. In time, the brokenness of homes and hearts are very slowly being restored.

It's taken me the past seven years to have some of the greatest truths revealed to me as a result from the worst disaster. These revelations can help not only those who have suffered, but also those who witnessed the struggle.

The Importance of Security and Community

Leylah Cagle lived her whole life in New Orleans, not far from the Mississippi River where one of the levees broke that night. The comfort of a home she spent 20 years of her life in was muddied by the mighty Mississippi.

Her father was able to restore their home off of Elysian Fields Avenue, and still lives there today. This week she will visit her old home again, with a bittersweet memory.



“It doesn’t matter how much time you have to settle in, or how many new memories you have made,” Cagle said. “This time each year we are forced to be reminded of the old house. Even though you may love the new house, it will never be that same home. “

The big step of recovery is restoring a new foundation. Safety and security are probably the toughest losses to regain after a major disaster like this. Fortunately, God moved through strangers to show no one is in this struggle alone.

It is still amazing to remember how so many people opened up their homes and resources to displaced survivors. Businesses, nonprofits, schools and more did what they could to give a little bit of security back to those who had it stolen from them.

Even today when I share my experience of Katrina, people still give a sympathetic smile or ask me how the recovery is coming along. I remember this sense of brotherly love almost every day. It’s a little reminder how God can build us in his way through each other.

Everyone Is a Survivor

My most recent revelation in this aftermath is how connected people feel to those who are rebuilding their lives after Katrina. This is because everyone is a survivor of their past. A natural disaster may not have been your catalyst, but every person has experienced some great pain in their life.

Quincy Jennings, Katrina survivor and small-business owner in New Orleans, states it best.

“Tragedy doesn’t care if you are rich or poor. In the end, no one is better than the other.”

All survivors still struggle with finding peace after Katrina. Hospitality professional Chelsea St. Juniors mentions what the healing process is like for her.

“It’s a pendulum,” St. Juniors says. “Sometime, it’s good and it all seems OK. Then it swings back and you remember it all with the hurt.”

This hurt she speaks of is the foundation for the heart of a survivor. When shock and grief leave us felling broken, God’s grace can transform the heart to a new state.

The survivors’ heart answers the still, small voice pushing us to persevere through the difficulty—challenging the suffering to finding strength among the pain. It gives value to the greatest suffering.

Second Corinthians 12:9 says, “My grace is sufficient for you, for my power is made perfect in weakness” (NIV).

Today we not only remember what we have lost due to Hurricane Katrina. Today we bittersweetly appreciate what we have gained.

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Digital Content & Marketing Campaigns



National Mobility Awareness Month 2014

Client: National Mobility Equipment Dealers Association (NMEDA)

IDEAS

Each May, the National Mobility Equipment Dealers Association (NMEDA), an organization that works to increase awareness and promote the availability of mobility equipment and adaptive solutions, and evök advertising partner together to celebrate and foster the idea of “Life Moving Forward” during National Mobility Awareness Month (NMAM). An annual promotion developed by the evök team to showcase the many available accessible solutions, NMAM and its Local Heroes Contest provide individuals, families and caregivers across the U.S. and Canada with an opportunity to win a free Wheelchair Accessible Vehicle, donated by NMEDA members and sponsors. Following the campaign’s wildly successful first two runs, which included a Congressional declaration of May as National Mobility Awareness Month, NMAM’s third annual installment not only called for a bigger and better engagement, but also promised even more work benefiting the mobility industry, its members and those who need their products and services most.

WORK

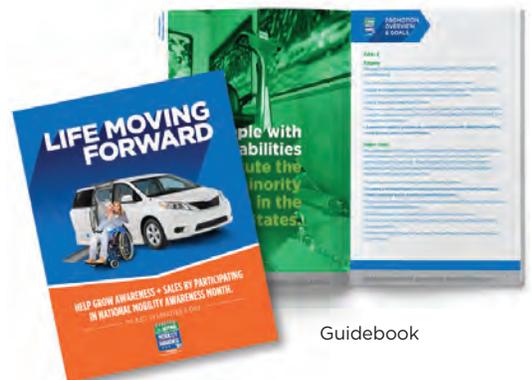
Gearing up for the campaign’s launch, evök created and sent personalized kits to OEMs and NMEDA members asking for vehicle, conversion or equipment donations. With an eye-catching design and engaging messaging, our kits were successful in securing four Wheelchair Accessible Vehicles to be given away during the Local Hero contest.

One of NMAM’s distinguishing features is the unmatched support NMEDA members receive throughout the promotion. For the third time, evök created, produced and distributed Dealer Kits comprised of relevant statistics, marketing collateral (including posters, window clings and table tents), and a promotion guidebook outlining a step-by-step approach to a successful campaign for each dealership. NMEDA members were also provided with unique dealer codes, which granted Local Hero contestants extra votes when submitting their stories, driving leads to local mobility specialists.

To keep up momentum and generate further buzz for the campaign and contest, evök enlisted Mike Savicki and Ashley Lauren Fisher, two prominent figures within the disability community, to be NMAM’s spokespeople. Mike and Ashley Lauren participated in a media tour, promoting NMAM and the exciting work NMEDA does for people with disabilities and their caregivers.



Poster and Table Tent



Guidebook

evök
advertising

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(Continued on next page)



Ad and Sponsorship Brochure



OEM Kit

case study



1,425
Local Hero Entries



3.9 million
Website Visitors



Over
20 million
Page Views



Over
4 million
Votes Cast

RESULTS

The partnership between the National Mobility Equipment Dealers Association and evōk advertising continues to yield incredibly successful campaigns. In its third installment, National Mobility Awareness Month, a promotion created to inspire people with disabilities to keep Life Moving Forward, once again generated more meaningful stories and positive results than could have ever been anticipated.

- **1,425 Local Heroes** submitted their stories to the contest
- **4 Wheelchair Accessible Vehicles** were given away
- **3.9 million people** viewed the NMAM website with **over 20 million page views**
- **Over 4 million votes** were cast for Local Heroes
- **16 additional vehicles** have been donated following the promotion
- NMAM stories generated **over 10 million social media impressions**

In addition to the engagement created by the promotion, evōk also succeeded in boosting awareness levels of NMEDA and its campaigns over previous years' numbers. Overall **awareness of NMEDA increased by 9 percent**, while **recognition of NMAM itself saw a rise of 10 percent**. Awareness of the **Local Heroes Contest and campaign's spokespersons went up by 7 percent**, and NMAM **website visitation clocked in at 17 percent higher** than the previous year.



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Social Media Graphic and Banner Ads



Spicy Guac Lyrics Facebook Contest

Client: Moe's Southwest Grill-Tampa Bay

ABOUT THE CLIENT

Since 2009, evök has dedicated innovative efforts towards moving the needle for fast-casual dining favorite, Moe's Southwest Grill. Home of the popular "Welcome to Moe's!" greeting and a pop-culture inspired menu and atmosphere, Moe's is a fun and engaging concept serving a wide variety of fresh, made-to-order fare. Now supported by evök's expertise are two Florida co-ops of the burrito builders: Central Florida and Tampa.

IDEAS

With a history of developing, launching and monitoring highly successful social media contests for long-time client Moe's Southwest Grill Tampa Bay, the evök social team set out to once again deliver outstanding results while boosting the brand's visibility with the Spicy Guac Lyrics Contest. The campaign sought to promote the restaurant's new Spicy Guac and upcoming Cinco de Moe's promotion, while working to counter the changes in Facebook's algorithm. In order for users to see a brand's content, they now have to consistently interact with its page, limiting page visibility. Evök tackled this obstacle by employing a call to action that asked users to "share" the page's content. This tactic would work to increase engagement with the Moe's Facebook Page during the contest and continue after the campaign wrapped up.



WORK

Facebook users were given a "set list" of the ingredients used in Moe's Spicy Guac on April 15th and instructed to swap the lyrics to their favorite songs with as many ingredients as they could. Between April 15th and 24th, users submitted their spiced up lyrics and approved entries were uploaded to a Facebook album for the contest. Contestants and their friends were encouraged to share their favorites on their timelines to cast their votes. Five contenders were hand picked to battle for the grand prize and the top three songwriters with the most shares received a pair of concert tickets and a Moe's feast for them and four guests.



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case study

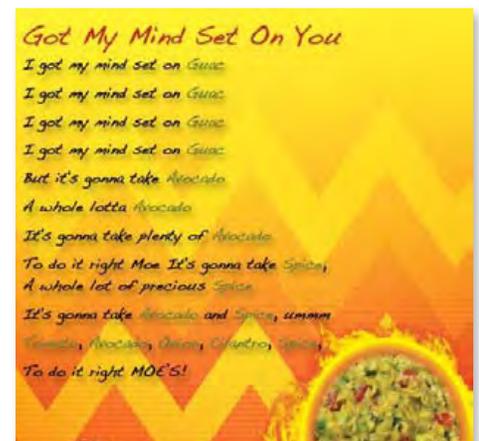
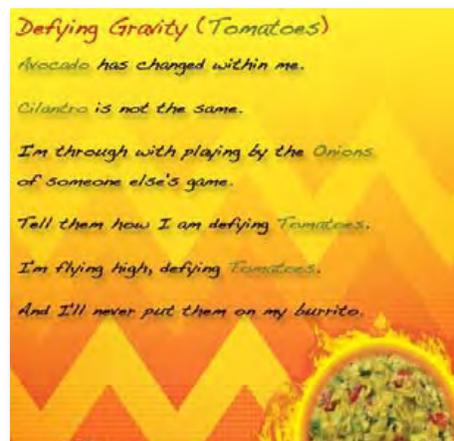
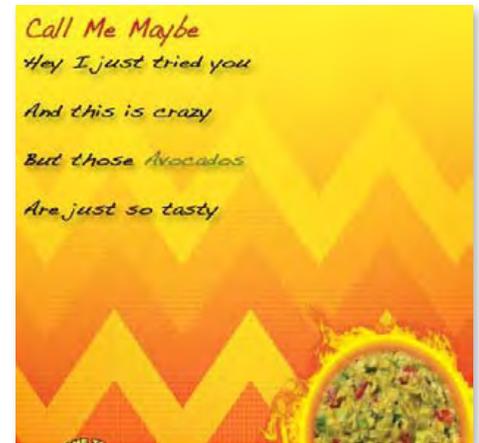
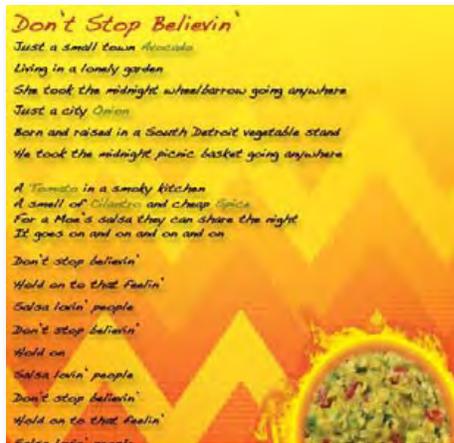
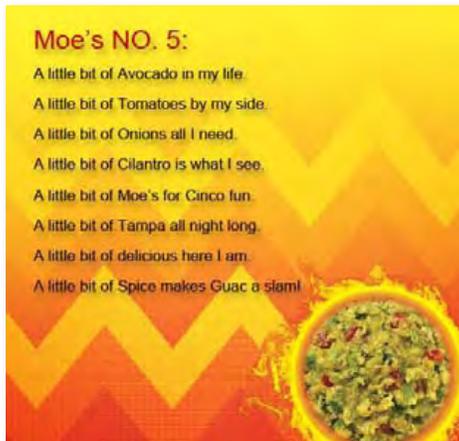
RESULTS

With a total of over 645,000 impressions across Facebook and Twitter, the Spicy Guac Lyrics Contest surpassed its pre-set campaign objectives. Facebook shares totaled 84 across the five contestants, and engagement numbers soared, with results including:

- 1,235 new fans on Facebook
- 2,023 interactions on Facebook and Twitter
- Facebook content reached more than 47,000 users
- 52% increase in unique users interacting with Moe's Tampa's Facebook and Twitter content
- 74% increase in content reach
- 13% increase in overall interaction across Facebook and Twitter

The contest also fueled long-term growth as engagement continued to climb on the Moe's Facebook Page after the promotion ended, with results including:

- 32% increase in organic impressions on Facebook
- 42% increase in fan activity on Facebook page
- 35% increase in activity in users directly engaging with Facebook content
- 220% increase in engagement on Facebook



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MOE'S MEMES FACEBOOK CONTEST

Client: Moe's Southwest Grill-Orlando

ABOUT THE CLIENT

Since 2009, evök has dedicated innovative efforts towards moving the needle for fast-casual dining favorite, Moe's Southwest Grill. Home of the popular "Welcome to Moe's!" greeting and a pop-culture inspired menu and atmosphere, Moe's is a fun and engaging concept serving a wide variety of fresh, made-to-order fare. Now supported by evök's expertise are two Florida co-ops of the burrito builders: Central Florida and Tampa.

IDEAS

A treat for heat enthusiasts everywhere, Moe's Southwest Grill's introduction of Spicy Guac to its fresh and flavorful menu merited a social media outreach capable of successfully spreading the avocado love. Guac fans themselves, the evöking social team quickly devised a platform-appropriate social media contest aimed at encouraging interaction with the restaurant's Facebook page and current content, while promoting the menu update.

WORK

Spotting an optimal opportunity to capitalize on the popularity of Internet memes, we developed the Moe's Memes Facebook Contest. The contest encouraged users to create their own unique meme centered on the release of Spicy Guac and post it to the brand's Facebook page. Entries were collected from May 6th to 11th, and approved memes were transferred to a Facebook album. Users could then share the images to their timelines to vote for their favorites and spread the word to their friends and followers.



Halfway through the contest's run, the evöking social team encountered an unexpected obstacle—Facebook changed its security settings. The change prevented our team from seeing the number of private profile shares, thereby severely impacting the contest's voting method. Our proactive, real-time monitoring allowed us to quickly determine the best way to address the change. Switching the voting method to "Likes" gathered instead of shares and promptly informing the contestants of the change in the rules allowed us to salvage the contest's momentum. The winning meme artist received \$100 in Moe's Bucks and earned the title of Moe's Memes Champion.



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case study

RESULTS

Even with the sudden rules change midway through the promotion, the contest still goes down as a great success for the Moe's co-op. With over 200 "Likes" across the contestants, the Moe's Facebook page saw the following results:

- 205% increase in user activity
- 77% increase in organic impressions
- 952% increase in viral impressions
- 71% increase in users posting
- 19% increase in direct engagement with content



MOE'S MEMES CHAMPION



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Social Media Development, Management & Measurement: March Madness Beverage Blaster

Client: Moe's Southwest Grill - Tampa Bay

ABOUT THE CLIENT

Since 2009, evök has dedicated innovative efforts towards moving the needle for fast-casual dining favorite, Moe's Southwest Grill. Home of the popular "Welcome to Moe's!" greeting and a pop-culture inspired menu and atmosphere, Moe's is a fun and engaging concept serving a wide variety of fresh, made-to-order fare. Now supported by evök's expertise are two Florida co-ops of the burrito builders: Central Florida and Tampa.

IDEAS

Aiming to build upon the success and excitement generated by 2013's Moe's Tampa Bay and Coca-Cola Freestyle Beverage Blaster Facebook promotion, evök set plans in motion to drive engagement while boosting in-store traffic. As in its inaugural year, users were invited to submit their favorite Coca-Cola Freestyle drink combination as a post on the Moe's Tampa Bay Facebook timeline. In a twist to match the Moe's culture, participants were also asked to name their concoction after a departed music legend or pop culture reference so as to better tie the entries to the burrito giant's brand. Encouraging contest hopefuls to continually share the Moe's Tampa Bay page in order to get the most votes on their combination entry, evök knew the promotion would successfully spread brand awareness and social presence.



WORK

Running from March 4th to the 24th, the promotion asked participants to submit their entries via Facebook, from which the top 16 combinations, according to "Likes," would be chosen to advance. Graphics were created to represent the 16 most popular drink combinations, designed to resemble a bracket competition model. After several rounds of voting, the flavors with the most "Likes" out of the battling pairs would move on to the next round and finally a winning mix was selected. The chosen combination earned a featured spot across Moe's restaurants throughout the Tampa Bay area as the signature March Madness refreshment.



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case study

RESULTS

With a grand prize of a catered event for 20 and second and third place Moe's Bucks consolation awards, the promotion ignited a competitive spirit in the brand's fans and followers, ultimately resulting in a wildly successful and engaging promotion. By the numbers, the 2014 installment of the March Madness Beverage Blaster Contest garnered 228,669 impressions, 37,213 organic impressions and 2,231 related stories. The number of weekly impressions increased by over 86,400, while weekly engaged users skyrocketed an astounding 173 percent! By the promotion's end, the Moe's Tampa Bay Facebook page had increased its reach to unique users by 18 percent. These spectacular gains have helped boost the fresh fare brand within the Tampa Bay community, while driving in-person engagement at the restaurant's brick and mortar locations. The 2014 run of this promotion marked another prosperous partnership between the evok social media gurus and Moe's Southwest Grill.



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Live Event Productions

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Production Skill Set

The following content will highlight my skills that have been harnessed in the production industry since 2010. I use everything I've learned from my Butler University days as a broadcast major, my experience in a variety of production positions, and my proactive nature to get the best out of any operation with the budget available.

Universal Studios – Halloween Horror Nights 25, 2015

Entertainment Operations Chainsaw Coordinator

- Personally collaborated with tech team to train and manage 10 cast members with specialty skills using chainsaw equipment.
- Also assisted management team in operational needs and maintaining the safety of guests and 75+ cast of scareactors, stilt walkers, and show performers throughout event.
- Managed operation and efficiency of 4 individual show moments occurring every 4 minutes throughout the night.
- **Event Run Time:** 6 Weeks
- **Awards:** Street of the Week
- **Average Guest Attendance:** High Volume



Universal Studios – Halloween Horror Nights 24, 2014

Entertainment Operations Chainsaw Coordinator

- Personally collaborated with tech team to train and manage 15 cast members with specialty skills using chainsaw equipment.
- Also assisted management team in operational needs and maintaining the safety of guests and 50+ cast of scareactors, and show performers throughout event.
- Managed operation and efficiency of show moment timing occurring every 10 minutes.
- **Event Run Time:** 6 Weeks
- **Awards:** Street of the Week – Opening Week & Street of the Year
- **Average Guest Attendance:** High Volume





Universal Studios – Streets West Venue, 2016 - Present

Entertainment Operations Relief Coordinator

- Support Stage Management team in providing a smooth operation over 5 street shows comprised of third party talent and Universal Orlando performers.
- Collaborating with third-party management to maintain successful show operation.
- Anticipate talent and guests needs throughout the day.
- Collaborate with tech team to maintain equipment, and find proactive solutions for outdoor variables affecting show quality.
- **Average Number of Talent Managed per Day: 27**
- **Total Number of Shows per Day: 30**





To Write Love on Her Arms – Movie (2015) – Produced in 2012

- **Marketing Research:** Researched target market, media outlets and conceived potential creative strategies for successful nation wide movie release.
- **Post Production Vocalist**
- **Background Talent**



Florida Music Festival 2010, 2011 & Orlando Calling Music Festival, 2011

Production Assistant – Artist Relations

- Assisted production management with operational task catering to VIP Guest, Talent, and Headlining Artists needs.
- Assisted with the Organization of Transportation Pick Up for Talent.
- **Orlando Calling Attendance:** 25,000+ tickets sold
- **FMF Bands:** About 250 bands perform each year
- **Total FMF Venues:** 15
- **Total Orlando Calling Bands:** 61
- **Total Orlando Calling Stages:** 8

