

# MELANIE ROOTEN



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## EDUCATION

### SAN JUAN HILLS HIGH SCHOOL

San Juan Capistrano, California

August 2015 - May 2019

- Cumulative GPA: 4.16

### UNIVERSITY OF OKLAHOMA

Norman, Oklahoma

August 2019 - May 2023

- Major: Public Relations
- Minors: Digital Marketing & Spanish
- Cumulative GPA: 3.88

### HONORS + AWARDS

- Graduated Summa Cum Laude
- Distinguished Scholar Scholarship
- President's Honor Roll (5 Semesters)
- Dean's Honor Roll (8 Semesters)

### ACTIVITIES + SOCIETIES

*More information regarding the below roles is available via my LinkedIn.*

- Gaylord Ambassadors
- Delta Gamma
- Alpha Lambda Delta Honor Society
- CAC OU Dance Marathon
- CAC Howdy Week
- Camp Crimson
- Victoria's Secret Pink Campus Team

## CURRENT WORK

### BACH BABES (Event Stylist) | January 2025 - Present

- Travel all around Nashville and its surrounding areas to provide luxury decor to restaurants, hotels and Airbnbs for various events: bachelorette trips, birthday parties, etc.
- Utilize creativity, resourcefulness and adaptability to develop an atmosphere that is aesthetically pleasing and meets the client's requests, all while in a timely manner.
- Provide the highest level of customer service and assistance, communicating professionally with clients throughout the process.

### BRIDGESTONE ARENA (Guest Services Team Member) | September 2024 - Present

- Provide the highest level of customer service and assistance to guests during games, concerts or any other events that come to Bridgestone Arena.
- Monitor assigned location — either in the bowl, or in Bridgestone Arena's various premium areas — for issues and remain attentive, identifying opportunities to make lasting memories for guests.
- Some of the most notable events I have worked include the 2024 CMA Awards, the 2024/2025 Nashville Predators hockey season and the 2025 SEC basketball tournament.

### COUNTRY MUSIC ASSOCIATION (Professional/Voting Member) | June 2024 - Present

- Serve as one of 6,000+ professionals who earn their income from the country music industry.
- Honor excellence in the country music industry by nominating and voting in the historic CMA Awards.

### FREELANCE (Music/Entertainment Journalist) | May 2023 - Present

*I have contributed to TheThings, Country Chord, We Got This Covered, Music Mayhem, Holler, Country Now, Substream Magazine, Country Central and Decider.*

- Write news/feature stories for the above publications covering all things pop culture, primarily music and reality television.
- Independently conduct interviews with various artists, actors and influencers, which are then transcribed and transformed into feature stories for the above publications.
- Represent the above publications as credentialed media at various in-person events, with some of the most notable being the 2024 People's Choice Country Awards, the 2024 SESAC Awards and the 2024 BMI Awards.

### LOVE YOU MORE (Founder/Owner) | July 2022 - Present

- Manage and operate all things surrounding Love You More, an online clothing boutique that I independently launched in college.
- Select and price all products, package and ship all orders, organize pop-up shops, create social media content, manage Love You More's various social media accounts and official website, etc.

## FORMER WORK

### CELEB SECRETS + CELEB SECRETS COUNTRY (Intern) | May 2022 - August 2023

- Write news/feature stories for Celeb Secrets and Celeb Secrets Country's official websites, covering all things pop culture — music, movies, television, fashion, lifestyle, etc. — and country music.
- Create social media content for Celeb Secrets and Celeb Secrets Country on Instagram, TikTok and YouTube, sharpening my skills in graphic design and video production.
- Conduct interviews for Celeb Secrets and Celeb Secrets Country's official websites and/or YouTube channels with various artists, actors, internet personalities, etc.
- Represent Celeb Secrets and Celeb Secrets Country as credentialed media at various in-person events, with some of the most notable being VidCon 2022 and 2023 and CMA Fest 2023.

### LUCCA FASHION BOUTIQUE (Store Associate → Store Manager) | March 2021 - May 2022

- Store Associate: Positively contribute to customers' shopping experience, all while maintaining store cleanliness and product, maintaining the store's overall functionality and efficiency, etc.
- Store Manager: Maintain the same responsibilities as a Store Associate, in addition to dealing with register/payments, maintaining communication with vendors and other Lucca locations, leading and managing the store as a shift lead, etc.

### TGI GREEK (Intern & Live Sale Team Member) | October 2019 - May 2022

- Work with organizations at the University of Oklahoma to create customized tee shirt orders, all while helping the company with brand awareness, graphic design, contact collection, etc.
- Live Sale Team Member: Plan, organize and execute live sales for Panhellenic chapters all across the country, as well as promote TGI Greek's brand to untapped markets through mass messaging, social media posts, etc.