

# MEL GREENER

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## CAREER HIGHLIGHTS:

- Twenty-plus years casting organizational, coordination, and administrative wizardry in business operations environments; with confidence, positivity, and determination.
- Maintaining stakeholder trust by consistently achieving goals; C-level & senior management, cross-functional teams, and clients with impeccable and effective communication.
- Solving challenges with critical thinking and flexibility to redirect workscopes, prepare and implement strategic contingencies with independent initiative and/or teamwork.
- Cutting costs and maximizing profitability by streamlining efficiency, based on data analysis.
- Increasing value of products and services by constantly enhancing deliverables.
- Innovating workscope execution with diverse tech skill set: MS & G-Suite functions, email automation and website hosting platforms, video conferencing, Adobe Suites (Office and Creative), FinalCut Pro, ProTools, Quickbooks, administrative and project management softwares. Aptitude for learning new tech and tools quickly.

## PROFESSIONAL EXPERIENCE

Project Coordinator, *Organic Bob, LLC*

Remote, *March 2023 to December 2023*

*Coordination and Management of Simultaneous Multi-Phase Complex Projects.*

- Analyzing project proposals to determine necessary components, processes, and timelines:
  - Sourcing/procuring materials, subcontracted supplies, tools, and equipment, scheduling labor and project planning meetings, project calendar projection and management.
- Coordination, direction, and support of the operations team – operations manager, project-lead and crew – prior to, throughout, and upon completion of project.
- Administrative sorcery: Organizing, preparing, and presenting detailed outline of projects, scheduling multi-member video conferences, processing contracts, procedural approvals, and gracefully juggling sundry other administrative/office tasks.
- Communicating effectively as liaison to senior management, department team leaders, suppliers, subcontractors, operations personnel, and direct to client: Email notifications and correspondences, detailed project outlines, build of materials, reports, position SOPs, etc.
- Managing supply chain materials and procuring warehouse inventory.
- Profitability analysis: Cost/benefit, profit/loss, budgeting, materials sourcing, equipment and inventory upkeep & management, and labor calculations.
- Anticipating strategies for implementation of contingencies.

Consultant, *Waxing AstroLogic*

Remote, March 2016 to December 2023

*Consulting Services for Professional and Personal Development.*

- Business management and administration: Database development and management of client work scope files. Additionally; client intake procedures, scheduling, and billing.
- Vigilance in communication: professionalism, empathy, active/observational listening, discernment of the subtle needs communicated beneath the apparent articulated meaning.
- Precise inquiry of client's presented goals, followed by a distillation of their goals. Client trust-building and co-integration of goals and trajectory.
- Calculation, analysis and synthesis of multi-point client data by which directives are determined, developed into a custom program, proposed and discussed with the client in consultation.
- Detailed reporting and tracking of client trajectory throughout the program. If required, adjustments to the program may then be determined and discussed with the client.
- Development and creation of modality-specific materials; charts, graphs, graphics, documents and sheets which outline the client work scope supporting client's pre established goals.

Managing Operator, *Gumptionsong Publications*

North America and Europe, January 2004 to November 2018

*Independent Record Label Services – Management, Coordination, Operations, Administration*

- Artist management and international tour management, coordination, and booking;
  - Brand conception, development, and management across digital platforms and print.
  - Scheduling of production transportation/logistics of inventory.
- International tour booking, eg: Forty-date concert tour in seven weeks through eight countries:
  - Negotiating and securing performance contracts with venues: Financials, equipment and accommodation riders, etc.
  - Coordinating tour logistics: point-to-point transportation booking/scheduling for multiple personnel and equipment, booking international travel and accommodations, etc.
- Conception and development of brand products – packaging and design – for digital and print:
  - Graphic design, copywriting and editing, print materials for promotional, publicity, marketing, and public relations purposes including posters, fliers, social media banners, social post images, etc. as well as newsletter and fan-list correspondences.
- Tools: Google Workspace, MS Office Suite, industry-specific web-based softwares and applications for project management, administration, inventory management (tracking, ordering, and analysis). Adobe Creative Suite, FinalCut Pro, and ProTools.

EDUCATION

Bachelor's Degree: Nova Scotia College of Art & Design  
Concordia University – Montreal, Quebec

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