

ANGELICA SEGURA

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SUMMARY

Aspiring experiential marketing professional with 6+ years of experience producing brand activations and cultural campaigns, now pivoting into event production to build a strong foundation in agency work. As founder of MELTprjct, I partnered with Nike, Puma, Free People, and Lululemon to deliver over 100 activations and 50 campaigns, gaining hands-on experience in storytelling, logistics, and live event execution. Currently focused on learning from established production teams, refining skills in research, vendor sourcing, and onsite operations, and contributing with humility, curiosity, and a strong work ethic. Completed Miami Ad School's Strategic Planning Program, graduating top of class.

PROFESSIONAL EXPERIENCE

MELTprjct — Founder / Marketing & Project Lead

Boulder, CO | 2019–2024

- Directed over 100 brand activations and 50 integrated campaigns, blending research, storytelling, and cultural insight to grow community membership to 500+ recurring clients.
- Partnered with Nike, Puma, Free People, and Lululemon to design multi-channel campaigns and experiential events, increasing lead generation by 25 percent and class attendance by 30 percent year over year.
- Produced strategic decks and creative briefs to guide activations; collaborated with designers and influencers to deliver aligned creative assets.
- Oversaw project management workflows (Airtable, Google Suite, Excel), managing budgets of \$25K–\$100K while ensuring all deliverables met brand and creative standards.
- Built storytelling strategies across social, email, and live events, achieving a 40 percent average email open rate and converting 20 percent of leads into recurring clients.

Savage Flow & Warrior Spirit — Founder / Campaign & Brand Lead

Miami, FL | 2016–2017

- Created and executed more than 10 brand campaigns and cultural events blending yoga, boxing, and community storytelling, in partnership with Lotus House and Eden Roc Hotel.
- Secured Puma sponsorship for branded event merchandise, producing a sold-out activation with 75+ attendees.
- Managed creative briefs, run-of-show documents, and email marketing calendars to ensure seamless campaign delivery.

Boutique Studios — Campaign & Brand Lead

Miami, FL & Barcelona, Spain | 2014–2018

- Supported 15+ campaign rollouts for wellness brands including Nobu Hotel, LoveCycle, and Kondition Fitness, executing events with 50–150 attendees.
- Collaborated with instructors, influencers, and managers to design seasonal activations, strengthening brand positioning in the wellness and lifestyle space.

EDUCATION

Miami Ad School — Strategic Planning Program, Top of Class (2025)

Florida International University — B.A. Organizational Communication (2017)

CERTIFICATIONS

Certified Functional Strength Coach (CFSC) | Pain-Free Performance Specialist (PPSC) | AFAA Certified Trainer

SKILLS

Strategic: Brief writing, campaign ideation, research and insights, pitching and presentations

Tools: Airtable, Canva, Google Suite, Mailchimp, Microsoft Office

Languages: English (Fluent), Spanish (Fluent)