



## MELISSA BOWDEN

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### ESPORTS / DIGITAL MEDIA SALES / ENTREPRENEUR

**I AM A “DO-ER”.** I have...

- ▶ Co-founded 2 digital companies
- ▶ Raised \$500k in venture backing
- ▶ Sold 1st digital music start-up to publicly-traded **CDNOW**
- ▶ Raised 7-figure donation for **Sierra Canyon School eSports** Center + inaugural team
- ▶ Partnered with **HyperX** to sponsor Sierra Canyon eSports
- ▶ Partnered with **EPIC Games** to create/host 1st ever High School **Fortnite** tourney (private match key) featuring **FaZe Clan** at **HyperX eSports Arena** Las Vegas, sponsored by the **Michael Jackson Estate**
- ▶ Earned a series of private Fortnite match keys from **EPIC Games** founders to continue building student initiatives
- ▶ Co-founded sports/education non-profit: **The 42 Initiative**
- ▶ Formed partnerships for 42 with: **Dodgers, UCLA, USC, The Rose Bowl, MLB Urban Youth Academy, the City of Inglewood, The Michael Jackson Estate, Musical.ly, Epic Games, Twitch**
- ▶ Earned a patent (custom CD/digital records)
- ▶ Won **RIAA Digital Gold Record** for **Super Bowl** CDNOW ad campaign tie-in w/ **Pizza Hut**, CDNOW
- ▶ Sold advertising on radio, online and mobile for 15 years... generating over \$30M over time

### TENACITY + GRIT

- ▶ Evangelized for almost a dozen start-ups, endured hard times and failure more than once, and come out better, wiser and stronger each time
- ▶ Creative mind with a saviness for branded partnerships that drive revenue

### EDUCATION

- ▶ University of Wisconsin-Madison, BA English
  - ▶ Advertising Club
  - ▶ Yearbook
  - ▶ Alpha Chi Omega

### VOLUNTEER

- ▶ Animal Rescue & Adoption Organizations
- ▶ Palisades Elementary School PEP
- ▶ Pacific Palisades Baseball Association
- ▶ National League of Young Men

## EXPERIENCE

### DIGITAL AD SALES

- ▶ **FAZE CLAN eSPORTS ORGANIZATION** (2018-2019)  
Sold influencer and branded content campaigns for largest/most influential eSports organization in world: NETFLIX, T-Mobile, Dragon City/Social Point, Tencent // Created 1st ever High School x FaZe Clan Fortnite tournament, in collaboration with Epic Games, Twitch, HyperX eSports Arena, sponsored by The Micheal Jackson Estate (42k viewers, #7 broadcast on Twitch)
- ▶ **MAJOR LEAGUE GAMING** (2013-2015)  
Sold branded content / influencer campaigns to movie studios: Lionsgate, Relativity, Sony Pictures, Sony Electronics
- ▶ **NYLON** (2017-2018)  
Sold branded content, influencer and experiential campaigns clients: Netflix, UGG, KIA, Forever21, Sony Pictures
- ▶ **STARMAKER** (2015-2016)  
Sold branded content campaigns on mobile music app to movie studios: Universal Pictures, Paramount, Sony
- ▶ **TAPJOY** (2011-2015)  
Sold native mobile media in mobile games to movie studios, TV networks and automotive companies
- ▶ **CLEARSPRING / ADDTHIS** (2007-2011)  
Sold (third party) Facebook app campaigns to auto category and movie studios and TV networks: Sony, Paramount, Disney
- ▶ **CDNOW.com** (1998-2001)
  - ▶ Sold branded custom CD promotions to GAP, Miller Genuine Draft, Pizza Hut, 7UP, P&G
  - ▶ Led licensing and negotiations with major music labels (Interscope, EMI, Universal Music, Sony)
  - ▶ Secured Super Bowl promotion with Pizza Hut, driving 850k units sold, earning a RIAA Digital Gold Record
  - ▶ Sold branded integration deals to Microsoft, Oracle, The Gap, Philips Electronics

### ENTREPRENEUR / CO-FOUNDER

#### THE 42 INITIATIVE (2014 - present)

- ▶ Non-profit tuition award & sports/eSports development program for disadvantaged youth
- ▶ Operated, recruited, fundraised for 3+ years
- ▶ Secured partnerships with UCLA, LA Dodgers, MLBBUYA, Michael Jackson Estate, Twitch, Epic Games, HyperX, USC, Sierra Canyon School, Boys & Girls Club, The City of Inglewood
- ▶ Secured funding to renovate dormant baseball field in Inglewood
- ▶ Helped 12 underserved boys get tuition awards to LA private schools (Campbell Hall, Sierra Canyon, Oaks Christian, Notre Dame, St Anne)

#### MeIB SOCIAL (2016-2018)

- ▶ **Michael Jackson Estate** - formed partnership with Musical.ly for “BAD” anniversary campaign; Created influential youth dance, growing account to 150k
- ▶ **Carbon38** (luxury fitness brand) developed/executed marketing & sales strategy that leveraged influential sorority girls at USC, UCLA and Pepperdine
- ▶ **Popular Poison** (teen clothing brand) built influencer marketing program; grew IG account 600% in 5 weeks; secured 6 collab partners (8M followers) for exclusive brand collections; drove 10k visitors to e-comm site in 30 days since launch
- ▶ **Kendall Vertes** (“Dance Moms” TV star) – built YouTube beauty channel; secured collaborations with beauty celebrity PatrickStarr; grew channel by 500k subs; sold brand partnerships: Ipsy, Universal Studios, Macy’s

#### superSonicBOOM (1996-1998)

- ▶ Pioneered online custom music CD
- ▶ earned a patent for music personalization
- ▶ Raised \$500K in seed capital, sold to CDNOW
- ▶ Negotiated license agreements with record labels
- ▶ Sold tie-in promotions to Miller Genuine Draft, General Motors, Maxim Magazine, QVC