KM

KARINE MELISSA

LEADERSHIP
INFLUENCER

COLLEGE PROFESSOR
CREATIVE EVENT PRODUCER

SOCIAL
ENTREPRENEUR

AUTHOR & FREELANCE
CONTRIBUTOR
BRAND AMBASSADOR

www.iamKarineMelissa.com

BIOGRAPHY

ABOUT

Karine Melissa invests in the spiritual, social, creative, and professional power of women and youth. She is a Professor at a South Florida college and a Leader in her community. She completed a Bachelor of Arts in Communication and Organizational Leadership at Trinity International University, a Fashion Merchandising Diploma at Ashworth University, a Master of Business Management at University of Phoenix, a Biblical Counseling Diploma at Light University, and is currently a Doctoral Candidate at the University of Phoenix as she pursues a Doctorate in Management and Organizational Leadership (DM)

Women's Chamber of Commerce Miami-Dade County - Board Member Marketing Chair
South Florida Fashion Academy - Advisory Board
World Fashion Organization – President for U.S.A World Global Creative Leader for Fashion
NAACP & Beyonce's BeyGood Foundation Business Grant Recipient
Legacy Magazine – South Florida's Top 50 Black Business Leaders and Influencers
Brickell Key Magazine – "Top 20 under 40" Professionals by Brickell Key Magazine
City of Miami – 3x Recognition by the Mayor for philanthropic efforts

200K IMPRESSIONS

@WETHINKLOUD
@KARINEMELISSA

Social Media Reach:
15k Followers
120k Impressions

- Women Empowerment
- Podcast & Blogs
- Mastermind Sessions
- Art Swim Play event

@LOVEOFURBANDESIGN

Social Media Reach:
9k Followers
107k Impressions

- Celebrating Urban Creatives
- Creative Events
- Interviews & Features
- Vendor Parties

@YNGLGCYMAG

Social Media Reach:
1k Followers
25k Impressions

- Young Entrepreneurship
- Interviews & Features
- Youth Fashion Shows & Workshops

@BOSSBABESOFSOUTH FLORIDA

Social Media Reach:
2.8k Followers
100k Impressions

- Boss Babes Directory
- Brunch Parties & Women Empowerment
- Interviews & Features
- Membership

MONTHLY SOCIAL MEDIA REACH

Additional reach via strategic partnerships

EVENT SPONSORSHIPS

KARINE MELISSA

WE THINK LOUD TALK SHOW & PODCAST

SEASONAL STREAMING - $1,500
SUPPORTING - $500

- Reach South Florida women ages 21-50 in addition to digital global audience
- Direct access to guests via commercials
- Social media posts
- LIVE sponsor mentions
- YouTube cover photo with logo

MASTERMIND SESSION LUNCHEON|DINNER

QUARTERLY - $1,500
SUPPORTING - $500

- Reach South Florida business women ages 26-50 (30+ guests)
- Direct access to guests
- Logo on Flyers
- Vendor Table
- Stage Presentation
- Handout promo items
- Social Media reach & Press reach

BOSS BABES OF SOUTH FLORIDA

QUARTERLY BRUNCH- $1,500
HONORS BRUNCH - $2,500
SPECIAL EVENTS - $2,000
SUPPORTING - $500

- Reach South Florida Millennial & Gen X female entrepreneurs (Brunch 35+ guests and Honors 50+ guests)
- Direct access to guests
- Logo on Flyers & Step-n-Repeat
- Vendor Table
- Stage Presentation
- Handout promo items
- Social Media reach & Press reach

LOUD WEEK FASHION SHOWS ARTISTIC DISPLAYS

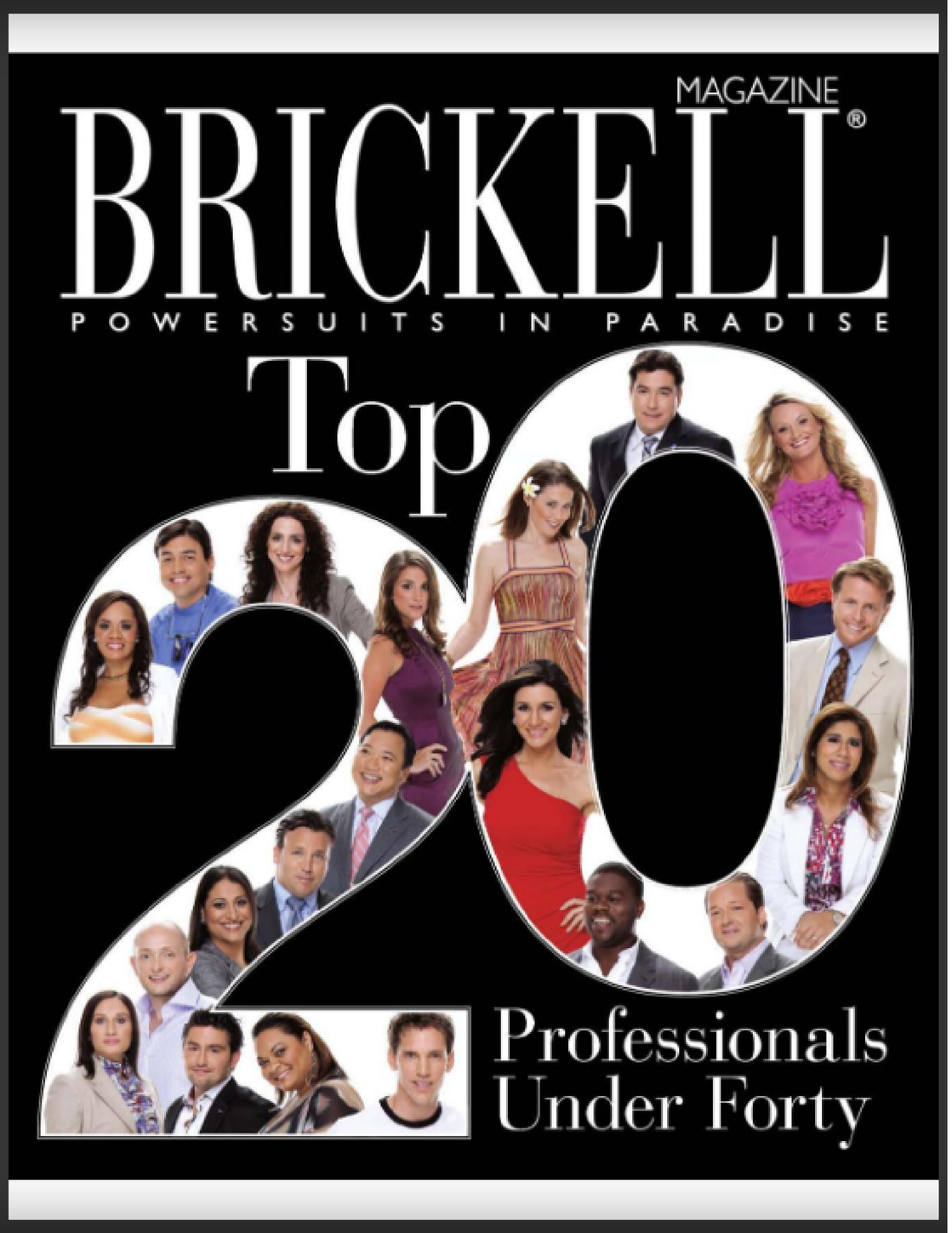
TITLE - $7,500
MAIN EVENT - $5,000
LOUD PARTNER - $2,500
SUPPORTING - $500

- Reach South Florida urban entrepreneurs ages 18 to 45 (in-person & online guests)
- Both digital & in-person events over 5 days (during Miami Swim Week / Art Basel Miami)
- Direct access to guests
- Logo on Flyers & Step-n-Repeat
- Vendor Table
- Stage Presentation
- Handout promo items
- Social Media reach & Press reach
- Guest list with emails

CUSTOMIZATION AVAILABLE

CREATING A CLIENT TO GUEST CONNECTION

20+ YEARS OF LEADERSHIP



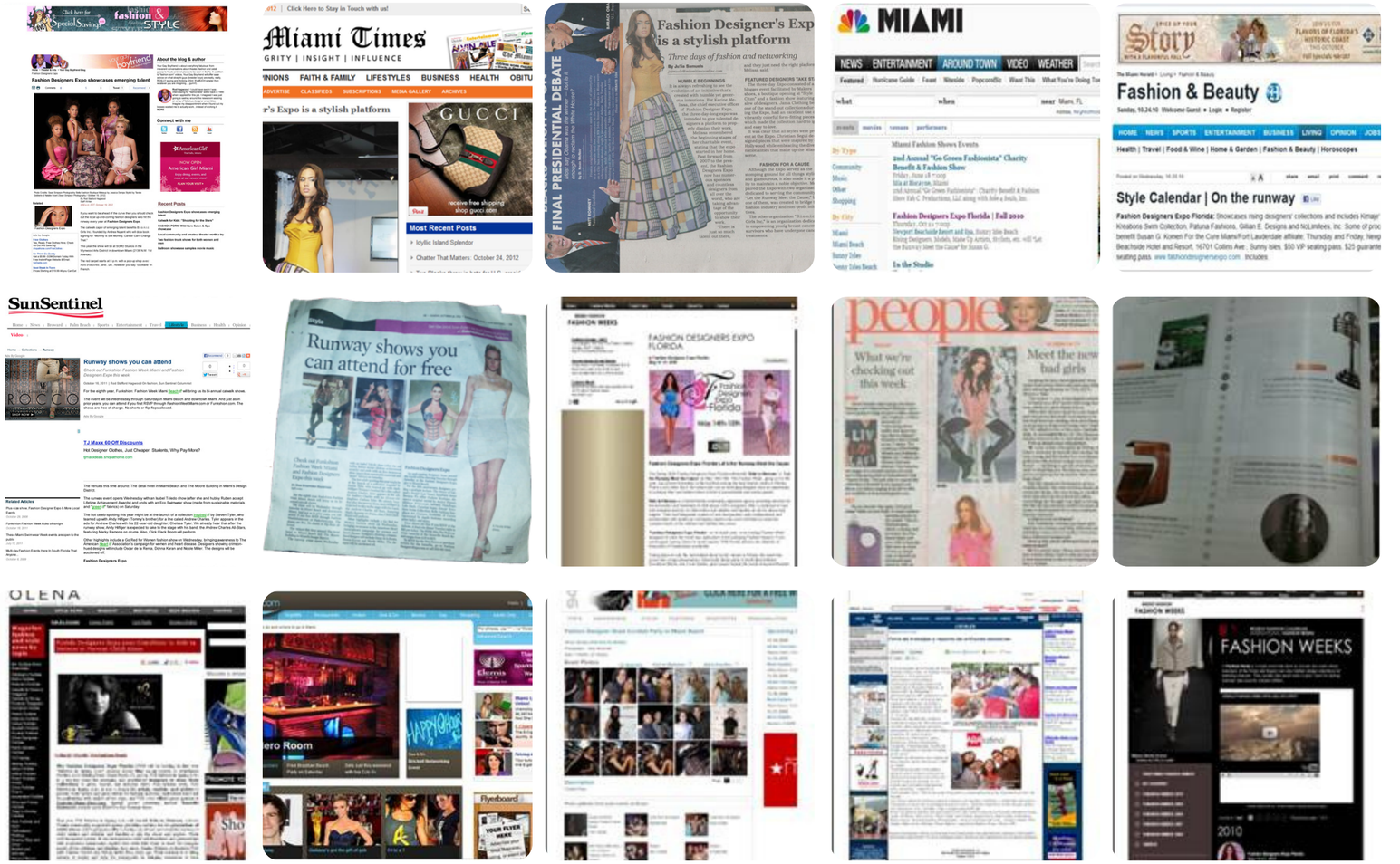
INFLUENCER

South Florida's Most Powerful and Influential Black Business Leaders of 2019

25+ YEARS OF EVENT PRODUCTION

PRESS COVERAGE

Karine Melissa's events have received press coverage from as far as ELLE Spain to local outlets such as The Miami Times and Sun Sentinel.



V.I.P. SIGHTINGS AND GUESTS

Dwayne Wade Sr.
Father of NBA Star D.Wade
Kennard Cox
NFL Seattle Seahawks
Mike Sims-Walker
NFL Jacksonville Jaguars
Josh Leibman
South Miami Vice Mayor
Nolan Carroll
NFL Miami Dolphins
Roberto Wallace
NFL Miami Dolphins
Chandler Williams
NFL Kansas City Chiefs
Neha Ubeori
Tennis Pro
Dave McLaughlin
International Saxophonist
Karian Sang
Canadian Artist
Annaliese Dayes
ANTM British Invasion
Felisha Monet & Miss Kimmy
99Jamz Radio Personality
Betty Wright
Grammy Award Winning Artist
Royce Reed
Basketball Wives
Jimmy Wilson
NFL Miami Dolphins Player
Adriana de Moura
The Real Housewives of Miami
Roger Guenveur Smith
Hollywood Actor
JoJo Simmons
Run's House
Quincy Combs
Son of Sean "P.Diddy" Combs
Meagan Good
Hollywood Actress
Casely & Quote
R&B Recording Artists
Ashlee Keating & Josiah Raea
Disney Radio Recording Artists
Stacks
SoBe Entertainment
Tiffany, Anchal, & Renee B.
America's Next Top Models
Luther "Uncle Luke" Campbell
Entertainment Industry Mogul
Jawan Strader
CBS4 News Anchor
Zoe Poze
Haitian Comedian
Paul Gregg
Vice President of Raaw Foods

BRAND AMBASSADOR

SOCIAL MEDIA INFLUENCER

$2.500 PER QUARTER (3 MONTHS)

- Creating a client to follower connection
- Weekly Story Posts
- Monthly Reel posts (IG only)
- Monthly client video posts (videos provided by client)
- Monthly ambassador video posts
- Bi-weekly image posts (provided by client)
- Bi-weekly ambassador image posts
- Link in Bio from profile

KARINE MELISSA AND THE TEAM

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@KARINEMELISSA

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