

## **Melanie Johnson**

### **City Representative**

Melanie Johnson is a native Philadelphian with more than 20 years of experience in the field of public relations and events management. She has an extensive professional record in a wide range of communications and events management, including strategic communications, corporate communications, advertising, external/internal affairs, media relations, government and community relations, crisis communication, tourism, health, and public housing.

Ms. Johnson started her career in radio as a student at Temple University's WRTI music station. Her lessons learned there led to her first job after college for the British Broadcasting Corporation as a news production assistant in London. After two years in Europe she accepted a position in NYC producing the award-winning NPR program *Blues Stage*. Producing this program allowed Melanie to travel extensively recording the music of some of the great blues artists in the country.

Returning to Philadelphia, Melanie became Deputy Press Secretary for then Mayor Ed Rendell. During her time in the Mayor's Office, she built strong public relations skills and forged key relationships with local, regional and national media. Her subsequent public relations work entailed areas of tourism, stadium marketing, public housing and events management.

In 2006 Ms. Johnson created her own public relations and events management company called Event Elements. However, she was lured back into the public arena by former City Councilman Michael Nutter in order to provide public relations services for his successful campaign for Mayor of Philadelphia.

Following the November election, the Mayor appointed Melanie as the City Representative. The combination of Melanie's special events, performing arts, marketing and communications, and media and public relations skills makes her ideally suited to lead the agenda of the Office of the City Representative. She is the incoming president of the Philadelphia Chapter of the National Black Public Relations Society, where she has been deeply involved since its inception in 2000.