



MELISSA ROSARIO

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Professional Summary

New Media & Digital Music, Film, TV & Book Publishing experienced professional with strong transitional skills while providing an effective multi-tasking work ethic. Bring leadership skills by consistently incorporating new ideas to keep ahead in this fast-paced quickly evolving, Digital Music

Technical Skills

- Mac OS/OS X systems
- Business Intelligence Software: Pentaho (BI) Suites, Redshift, ETL Processor, Stash, Ruby on Rails, GitHub, ORACLE
- Data Visualization Software: SAP Business Objects, Tableau, MicroStrategy, DB Visualizer, MYSQL (Intermediate)
- Cloud-base Storage Clients: Amazon S3, Cyberduck, FileZilla, Text Wrangler
- Collaboration Software: Confluence, Jira, Slack, Zendesk, Salesforce software: CRM & Jobscience, ExFlow, Concur,
- Proficient in Excel (Expert), Word, Outlook, PowerPoint, Access, SharePoint and G-suite

Professional Experience

Amazon.com Services LLC | New York, NY
Program Manager, Royalties
08/2021 - Current

- Customer-obsessed and highly analytical Program Manager
- Responsible for global royalty program and focus on the planning, execution and delivery of our regular royalty commitments
- Cross-functional and work closely with multiple teams including finance, contracts, author relations, editorial, product, and engineering to drive operational efficiencies
- Develop an understanding of the current and future technologies required to deliver the end-to-end process, including contracts, metrics collection, data aggregation, royalty calculations, payment processing, and reporting
- Manage operational issues, identify and address root causes, have the ability to influence, and consistently deliver results

The Octave Group | New York, NY
Independent Consultant
08/2021 - Current

- Global Music Royalties & Royalty Reporting related tasks & responsibilities
- System Automation of Systems
- Conceptualize Technical Specifications
- User Acceptance Testing (UAT) for system enhancements
- Maintain a high level of quality and control for data results through execution of review and testing procedures
- Optimization of Data Processes & Royalties processing
- Data Analytics & Data Modeling
- Project management & Program management
- Connect technical and non-technical teams to understand and define problems, and articulate proposed solutions
- Writing and Reviewing code in SQL
- Experience working with accounting and financial systems
- Data end-to-end delivery of data outputs
- Understanding business problem statements independently and deliver fully validated and reconciled outputs within relatively short time frames
- Develop ad hoc data analytics to respond to business needs, being able to quickly mobilize the team to scope, develop and validate deliverables in a fast paced and highly dynamic environment
- Work with a cross-functional teams of data analysts, engineers, operations, legal & licensing and finance to define the requirements of the business to maintain and improve systems and processes to support accurate financial reporting
- Drive process efficiencies by developing automation for data products, reconciliations, and controls by partnering with engineering or demonstrating

the capabilities of data analysts and scientists

The Octave Group | New York, New York
Head of Global Music Royalties
08/2019 - 08/2021

Global Royalties Reporting

- Ensured royalty processing procedures are carried out for all designated global territories in accordance with controls & licensing agreements.
- Prioritized workload for the Global Royalties team adhering to agreed deadlines and royalty timetables.
- Prepared statistics and detailed royalty reporting for the territories and internal senior management.
- Performed analysis of royalty data and processes, including budgeting, royalty calculation and financials forecasting.
- Strategist on recommendations for process improvements and project lead with their implementations.
- Assisted with the design and user acceptance testing (UAT) of system upgrades.
- Directed & lead royalty and ad hoc analysis and special projects.

Payments

- Ensured all royalty statements are processed, validated, delivered successfully and paid on-time
- Managed the tracking of contractual advances and recoupment and ensure they are paid in accordance with existing contracts
- Oversee the coordination of royalty statement distributions & invoicing

Customer Services & Support

- Responded to and resolves inquiries in a efficient timely fashion.
- Worked with Accounts Payable to resolve issues with any incorrect licensor's information (address/banking details).
- Worked with the Licensing department to ensure copyright information is accurate and licenses are secured, and payments reflect contractual provision.
- Liaisoned with cross-functional teams: Music Operations, Database Engineers, Finance to ensure

TIDAL, Inc. | New York, NY
Director of Royalty Reporting
03/2019 - 08/2019

- Oversee a growing department including driving professional development, managing talent performance, optimizing team structure, coordinating staffing and recruiting
- Maintained database automatization and development of new system solutions while administering operational procedures, specifications and performance insights to optimize business needs
- Established and maintain cross-functional, high-impact projects while serving as the subject matter expert for royalties reporting and system methodology, processes, guidelines, and procedures
- Built strong relationships with new and existing partners and clients to leverage expectations and requirements to ensure proper coordination of deliverables, requests and solutions

TIDAL, Inc. | New York, NY
Senior Manager, Royalty Reporting
01/2018 - 03/2019

- Onboarded and Manage relationships with global music labels, publishers and third-party partners in their financial needs for their royalty reporting, deal terms implementations, technical requirements and invoicing/payments
- Managed Business Analytics and Big Data systems to develop and implement technical specifications based on contractual terms to implement new and ongoing financial reporting
- Analyzed current systematic process, conceptualize business use cases, outline business/technical specifications and design the blueprint for a web-based front-end GUI to lead to new system solutions
- Implemented an operational process in leading a team to apply workflow, scaling requirements and integrating technical strategy while rebuilding and identifying technical disparities

TWENTIETH CENTURY FOX | Los Angeles, CA
Global Digital Servicing ~ Digital Onboarding Coordinator (Contractor)
06/2017 - 12/2017

- Project managed the Global On-boarding processing for new global partners supporting the international launch in EU, LATAM & Asia
- Serviced digital distribution of assets delivery for new/existing TTV (Broadcasting Clients) through systematic/manual process
- Coordinated to insure assets are aligned to specification requirements with third party service providers

Netflix, Inc. | Los Angeles, CA
**Content Operations ~ Content
Distribution Specialist**
03/2016 - 01/2017

- Conceptualized the reporting & analytics for weekly/monthly metrics
- Managed external client/partner relationships and their digital content while insuring timely delivery of digital assets (i.e: Audio/Video, subtitles, and dubbing) per technical spec to distribute globally
- Analyzed delivery & trend metrics to identify and troubleshoot systematic issues while ensuring timely and quality asset deliveries
- Maintained highly-aligned with internal cross-functional teams, including but not limited to, content acquisitions, finance, localization, QC, encoding, engineering, product, and marketing to facilitate all partner/client needs
- Assisted in improving and scaling systematic workflows, processes and tools while curating the digital catalog of assets for the best customer experience

RDIO, Inc | San Francisco, CA
**Global Content Licensing & Catalog ~
Global Reporting Manager**
06/2014 - 01/2016

- Managed & Lead in Global Reporting finances, revenue & activity metrics for Music Labels, Publishers, Licensor's & External Partnerships
- Managed, Maintained and Conceptualized procedural & contractual requirements for Labels & Publishers Technical Specifications
- Liaised for internal Legal & Licensing/Finance/Engineering/Product teams to facilitate all external music label & partnership reporting related requirements & request
- Primary subject matter expert for Reporting leading initiatives in new business partnerships, products services, technical & systematic enhancements

SONY DADC | New York, NY
**New Media Solutions ~ Sr. Digital
Account Manager**
01/2011 - 06/2012

- Managed the distribution and maintenance of digital content (audio, video, mobile) for over 20 digital service providers which involved developing client relationships and facilitating all requests, system troubleshooting and reporting data
- Project managed newly integrated digital systems while analyzing business needs, gathered user requirements, and conceptualizing system analysis based on reporting data
- Proficient in internal digital systems by creating and extracting customized reports on data based on distribution management, sales/revenue analysis, and partner troubleshooting research
- Designated and oversaw day-to-day workload for account coordinators insuring data reporting is up-to-date, creating and facilitating new processes and assuring assistance in researching/tracking client requests

SONY Music Entertainment | New York, NY
**Global Digital Operations ~ Global
Account Manager**
06/2008 - 06/2012

- Liaised between music recording labels & digital service providers in distribution and monitoring of digital content (audio/video/mobile) i.e. RED Distribution, Nashville Records; i.e. iTunes, Rhapsody, Napster, Microsoft/Zune, eMusic etc.
- Administered requirements & user acceptance testing through complex data analysis for internal digital reporting systems
- Defined policies and product requirements based on client relationships and needs in offering digital systematic support to clients & partners based on digital innovative products and services

Viacom's VH1/MTV2 Networks | New York, NY
**VH1 Production Management ~
Production Management Associate**
01/2007 - 06/2008

- Coordinated numerous production shoots (on-site and office based tasks) for upcoming television broadcast show. i.e. VH1 series, 60min all access specials, VH1 documentaries
- Managed & organized pre and post-production budget for various television broadcasts' by balancing expenses and cost through excel and internal accounting systems and services
- Directed the logistics for on-site production shoots; coordinated schedules, obtained necessary legal documents, hired staff and gathered supplies

Education and Training

AMA Executive Conference Center | New York, NY, USA
Additional Course Training ~ Project Management
2012

Coursework in Improving Your Project Management Skills: The Basics for Success

State University of New York at New Paltz | New Paltz, N.Y, USA
Bachelor of Arts in Communication ~ Media Management
2007
Recipient of Education Opportunity Program Scholarship

Languages

Fluent speaker, reader and writer in Spanish