MELINDA CADWALLADER

Communications and Hospitality Leadership

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Summary

Hospitality Industry Communications Coach and educator with 20+ years in education, communications, and workplace development, including current work with SCAD students, faculty, and staff in a university setting. I help people strengthen their verbal, visual, and interpersonal communication so they can present with confidence in class, in interviews, and at industry events, through workshops, one-on-one coaching, classroom observation, and live event leadership. My research over the past decade centers on designing a mental framework for hospitality leadership: leading with the head (thinking), the heart (values), and the hands (presentation). B.S., Communication Arts; M.A., Strategic Communications and Leadership; doctoral student in organizational learning and innovation.

Core Capabilities

Coach: motivational interviewing, classroom observation and feedback, career-readiness and interview preparation, helping students communicate with professors and colleagues, third-party support for transparency and institutional alignment.

Teach & facilitate: workshops on consulting, hospitality leadership, client relations, and team communications; emcee for orientations, career fairs, panels, and graduations; podcast hosting, audio editing, and production; PowerPoint, and Canva presentations, and Bikablo visual facilitation.

Build: internal communication systems, mental frameworks, train-the-trainer programs, educator's guides, hospitality and industry curricula, onboarding, internal communications plans, mentorship and sponsorship programs, record-keeping and data tracking in Maxient and Salesforce.

Professional Experience

Student Success Advisor | Savannah College of Art and Design, Savannah, GA | Oct 2024 – Present

- Coach students one-on-one using structured, motivational-interviewing conversations that support sound decisions on financial aid, registration, program sequencing, and GPA improvement.
- Help students communicate effectively with professors and colleagues, and support professors in translating complex concerns into clear next steps.
- Created and facilitated two PowerPoint workshops on team communications to five department teams. Design and distribution of quarterly student newsletter for visual communications. Volunteering in mock interview sessions for CAS and two years instructing for First Year Experience classes.
- Partner with faculty, department chairs, and staff across schools to align messaging and support institution-wide initiatives. Two years of high impact SCAD Day experience, welcoming each student and parent with enthusiasm.

Resolution Center Associate / Conduct Officer | Gonzaga University, Spokane, WA | Aug 2023 – May 2024

- Facilitated conflict resolution and restorative conversations requiring discretion and the trust of multiple stakeholders, ensuring fair treatment while upholding policy.
- Conducted fact-finding interviews and maintained confidential case records in Maxient and documented findings for institutional decision-makers.

Director of Admissions | Paul Mitchell The School, Coeur d'Alene, ID | Jan 2023 – Apr 2023

- Created and hosted workshops on consulting, hospitality leadership, client relations, and corrective communications; emceed new student orientations, career fairs, panel events, and graduation ceremonies.
- Led recruitment and onboarding, achieving an 80% lead-to-prospect conversion rate and averaging 102 tours, 55 applications, and 45 enrollments per quarter.
- Built employer and community partnerships that supported student placement.

Founder & Director | The Hive Creative Coworking, Coeur d'Alene, ID | Apr 2019 – Jan 2022

- Owned and directed a creative coworking space and micro-business community through community engagement events, workshops, artisan pop-ups, networking events, newsletters, and podcasting; led workshops on communications, public

speaking, podcast interviewing, workshop development and presentation; produced original print zines and podcast content.
- Ran a six-month internship program for five young artists, supporting career development, creative communications, and entrepreneurship.

Director | Toni & Guy Academy / The Beauty Institute, Coeur d'Alene, ID | Aug 2016 – Apr 2017

- Led communications and leadership trainings for instructors and staff, and created and hosted workshops on consulting, hospitality leadership, client relations, image, and industry professionalism.
- Emceed orientations, career fairs, panels, and graduations; cultivated industry partnerships for student learning.

Program Director | Aveda Institute Denver, Denver, CO | Aug 2008 – Jan 2010

- Led curriculum design, onboarding, and career readiness for 250 students and a team of 12 instructors, directing instructor scheduling, hospitality leadership standards, and classroom logistics, and observing and assessing classroom facilitation for all 12 instructors; named Team Lead of the Year.
- Created and hosted workshops for students on consulting, hospitality leadership, client relations, and corrective consultations; emceed orientations, career fairs, panels, and graduations.
- Delegated weekly meeting notes and provided summary analyses of department meetings to the CEO.

Learning and Development Director | Veda Spa Network, Colorado Springs, CO | Feb 2003 – May 2008

- Co-created and managed apprenticeship program and instructor team for learning and development program onboarding; designed the educational calendar; provided summary reports on apprenticeship development to senior leadership; created and facilitated a train-the-trainer program and an educator's guide for adult learning.
- Served as continuing education director for the salon/spa network as a global Aveda In-Salon Coach; traveled for global seasonal collection release and facilitated a creative presentation for the local network.

Education

Doctoral Studies, Organizational Learning and Innovation – Wilmington University (in progress)

M.A., Strategic Communications and Leadership – Gonzaga University, School of Leadership (magna cum laude)

B.S., Communication Arts – Lewis-Clark State College (magna cum laude)

Research & Presentations

Hospitality leadership theory framework design: leading with head, heart, and hands; experiential learning leadership; sponsorship and mentorship in the workplace; embracing organizational tensions; internal communications planning; onboarding experience; gender and workplace culture; communications for human flourishing.

Performance & Media

Theatre in high school and college: cast member in *Hello, Dolly!*, *On the Town, Grease, What the Bellhop Saw,* and *Wounds to the Face*, and technical team member for *Ondine*; choir, mixed ensemble, and musical groups throughout my academic years; podcast hosting, audio editing, and production; background extra in a Warner Bros. feature film.

Recognition & Certifications

Woman of the Year, Alumna, North Idaho College | Team Lead of the Year, Aveda Institute Denver | Mental Health First Aid | Georgia Mandated Reporter | Bikablo certification