



Melody Fassino

People Leader | CHRO Candidate
HR Technology & Culture Strategist

Brand Statement

Transforming how Human Resources contributes to business strategy through creative problem-solving, HR automation, and optimistic, human-centered leadership.

Executive Biography

Melody Fassino is a strategic HR leader who transforms how organizations align talent, technology, and business strategy. Armed with a Master's Degree in Human Resources Management (MSHRM) and senior-level certification (SHRM-SCP), Melody has spent her career driving high-impact People operations across dynamic, scaling environments, including high-growth tech platforms and fast-paced aviation leaders like Catalist, Breeze Airways, Allegiant, and Virgin America. With an eye toward sustainable growth, she specializes in modernizing human resources infrastructure to ensure talent strategy directly powers overarching business objectives.

At the core of Melody's executive appeal is her deep tech-savviness and passion for HR innovation. Recognized for her ability to digitize and scale people processes, she excels in HRIS integrations, automated data management, and enhancing user experiences to eliminate administrative friction. Whether streamlining complex regulatory compliance programs or upgrading enterprise HR tech stacks, Melody brings a modern, data-informed approach to human capital management. By replacing manual work with smart automation, she enables People teams to shift their focus from tactical maintenance to high-value strategic decision-making.

What truly sets Melody apart as a candidate for executive HR leadership roles is her unique blend of analytical rigor and creative problem-solving, grounded in her background in Studio Art and Art History. This creative foundation allows her to approach traditional HR challenges with fresh perspectives: designing engaging, human-centered training programs, reinventing employee experience, and crafting innovative total rewards and talent management

frameworks. Her creative agility enables her to navigate complex organizational shifts, labor negotiations, and culture building with adaptability and vision.

An inherently optimistic person, Melody leads with a constructive, solution-oriented mindset that inspires resilience and builds high-trust workplaces. She believes that an empowering, positive culture is a key driver of retention, performance, and business growth. Her leadership approach brings clarity, enthusiasm, and empathy to large-scale operational changes, uniting cross-functional leadership and diverse workforces around a shared organizational mission.

As forward-thinking companies seek a senior HR leader to navigate digital transformation, evolving workplace models, and strategic talent alignment, Melody offers a compelling combination of executive readiness, technological acumen, and creative vision. She stands ready to serve as a strategic partner to the CEO and Board, leveraging optimized HR technology and positive, people-first leadership to drive measurable business outcomes.

Core Competencies & Executive Capabilities

- **Strategic HR & Executive Alignment**

Aligning talent programs with business goals, CEO & Board advisory, and organizational design.

- **Creative Culture & Employee Experience**

Human-centered program design, innovative total rewards, and employer branding.

- **Talent Management & Succession**

End-to-end talent acquisition, performance frameworks, and leadership development.

- **HRIS Modernization & Process Automation**

System selection, UAT testing, workflow digitization, and workforce data analytics.

- **Change Management & Optimistic Leadership**

Navigating organizational scaling, post-merger integration, and high-trust leadership.

- **Compliance, Labor & Operations**

Scalable HR policy, regulatory compliance, labor relations, and operational rigor.

Education & Credentials



BA in Studio Art and Art History (double major)

MS in Human Resources Management

SHRM Senior Certified Professional (SHRM-SCP)

SHRM Inclusive Workplace Culture Specialty Credential

Wharton School AI Applications in People Management Certification

SHRM Caltech Advanced Technology Credential