

MELODY FASSINO, MSHRM, SHRM-SCP

SENIOR PEOPLE & CULTURE LEADER | HR STRATEGY & ADVISORY

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SUMMARY

Strategic HR leader with an MSHRM and SHRM-SCP certification, recognized for aligning talent operations directly with executive business strategy and goals. Combines analytical rigor and HR technology expertise with creative problem-solving and an optimistic, human-centered leadership style. Proven track record driving 30%+ efficiency gains through HRIS optimization, reducing turnover by 50%, and scaling headcount up 15x across the technology sector and fast-paced aviation organizations including Catalist, Breeze Airways, Allegiant Air, and Virgin America.

CORE COMPETENCIES & STRATEGIC EXPERTISE

- **Strategic HR & Board Advisory:** Aligning workforce strategy with P&L goals, executive leadership, organizational design.
- **Change Management & Culture:** Optimistic leadership, culture transformation, human-centered program design.
- **Operational HR & Labor Relations:** Scalable policy creation, regulatory compliance, labor negotiations, employee relations.
- **HR Tech & Automation:** HRIS optimization, UAT testing, workflow digitization, data analytics.
- **Talent Acquisition & Total Rewards:** Innovative recruiting strategy, executive compensation, retention frameworks.
- **Creative Problem-Solving:** Applying design thinking to complex organizational & workforce challenges.

LEADERSHIP EXPERIENCE

Director of People & Culture | Catalist

05/2022 - Present

- Championed the institution of an ATS to transform the recruiting and hiring process, which led to a tripling of access to candidates, immeasurable compliance improvement, and the ability to monitor DEI mission goals
- Introduced employee recognition programs including spot rewards and goal- and development-focused performance reviews, which have contributed to an average turnover rate below 2%
- Implemented and ensured continued adherence to a record-breaking CBA that went from voluntary recognition to ratification in just one year
- Advised the bargaining committee for the successor contract, which was negotiated and ratified in only 7 months
- Advocated for and administered a transition in benefits brokers from Namely Managed Benefits to Bennie that led to an 11x increase in engagement with benefits offerings
- Drove a benefits plan re-design to add an HDHP offering, which saw 50% uptake and resulted in a renewal cost savings of over 10%
- Shepherded an HRIS renewal RFP to a decision that saved nearly 50% of costs with a significant increase in functionality and improvements to employee and manager experiences
- Steered and executed the implementation process to transition from Namely to Paylocity for a clean 1/1 cutover
- Streamlined HR processes by leveraging technology to support paperless HR, remote hiring and talent management, smoother experiences with activities like expense reimbursements, and data collection and utilization
- Successfully navigated the compliance complexities of employing a remote-first workforce spread across 20+ states with half of employees represented by a professional employee union
- Managed visa sponsorship program and immigration compliance, including PERM

- Offered strategic, outcome- and success-oriented advice on people operations-related business decisions

Team Services Manager | Breeze Airways *(High-Growth Scaling Phase)*

08/2020 – 04/2022

- Head of People Operations, Benefits, and People Technology
- Creatively solved the problem of establishing and implementing a cohesive paid leave program that was simple to administer, completely unique, and complied with all of the various US state laws on paid leave, including California
- Ensured onboarding compliance (including meeting DOT and FAA regulatory requirements) for 300+ Team Members hired prior to service launch of a start-up airline
- Significantly expanded the benefits portfolio, increasing Team Member participation in at least one benefits offering by 133%
- Successfully transitioned the HRIS from Paycom to Workday, improving efficiencies in all areas of People Operations through automation of processes, programs, and policies
- Provided guidance and recommendations and implemented programs and policies as the organization grew from a headcount of 40 to 600 and became subject to various regulations, such as EEO, ACA, and FMLA
- Influenced policies and practices to allow for an easy transition to compliance with potential future requirements, such as OFCCP and SOX
- Built a scalable foundation for all People Operations functions, including Compensation, Benefits, HRIS, Onboarding, Offboarding, Employee Relations, Leave of Absence, Paid Leave, and Performance Management
- Grew the Team Services Department from a department-of-one to a dynamic 4-person team of highly-engaged specialists and professionals

HR Systems Analyst I, II, III and Supervisor, Employment Services | Allegiant Air

06/2016 – 03/2020

- Overhauled the HRIS integration with the IAM platform as part of the IAM project initiative to stabilize the system, which improved data transmission speeds 6-fold and allows for more efficient access handling in response to employee data changes
- Automated Voluntary Disability Identification tracking and management, bringing compliance above and beyond regulatory requirements and doubling the accuracy of employee data
- Developed and implemented just-in-time (JIT) training to improve service delivery as the technical lead and SME for WalkMe, which resulted in an over 30% reduction in data entry errors and significant improvement in manager engagement with HRIS functions and tools
- Created improved Affirmative Action Plan (AAP) reporting, reducing the time to generate employee internal movement data by over 70%

Drug & Alcohol Program Manager | Virgin America

02/2011 – 06/2016

- Delivered innovative, culture-first People initiatives that contributed to Virgin America's award-winning employee experience and top-tier eNPS ratings.

EDUCATION & CREDENTIALS

Bachelor of Arts in Studio Art & Art History

Master of Science in Human Resources Management (MSHRM)

SHRM Senior Certified Professional (SHRM-SCP)

SHRM Inclusive Workplace Culture Specialty Credential

Wharton School AI Applications in People Management

SHRM Caltech Advanced Technology Credential