

# Mel Sobolewski

Author/Founder/Mother/Rescuer/Equity Trader

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**Los Angeles:**

## **Moonlight Mile Ranch, Founder (2020-Current)**

Founded a rehabilitation sanctuary for horses, 501c (3) pending. Responsible for animal care, budgeting, medical, sourcing feed, establishing enrichment programs, website and merchandise design and development, community outreach and fundraising.

- Promoted a community green project by developing a compost drop at the farm. Created bilingual instructional signs on how and what to compost.
- Organized a team of individuals prepared to evacuate animals during wildfires, working in conjunction with the LAFD.
- Connected celebrities to various non-profits where interests aligned.
- Rescues featured on local news networks, On Air with Ryan Seacrest, magazines and the Dodo.
- Contracted with a publisher to print my children's book about real-life animal rescues. Due to be released in 2023.

## **Business Consultant (2018-2020)**

- Established and executed business/marketing plans to promote and sell merchandise for a team of chain stitch artists. Increased profit by 90% within first year.
- Set up health care, compensation packages, contract agreements for partnerships and brands.
- Partnership: Amazon, Levi's, Adidas, Madewell, Stagecoach, Coachella, The Forum, Madison Square Garden, Calvin Klein, Toyota.
- Clients: Radiohead, Paul Simon, U2, Lady Gaga, Millie Bobby Brown, Snoop Dogg, Julia Roberts, Khloe Kardashian.
- Partnered with Adidas in Europe to design a limited-edition skateboarding sneaker.
- Partnered with Fu\*k Cancer to design one-of-a-kind jackets auctioned at their annual gala.

## **Playboy, Brand Manager (2016-2018)**

- Focused on rebrand to non-nude, logo preservation and design of ecommerce site.
- Worked closely with legal to complete licensing agreements with top brands that are still active.
- Spearheaded a social responsibility team, partnered with a Veteran non-profit that owned one of the last Playboy branded Navy jets in Vietnam War, designed merchandise, experiences riding the jet, and story told the significance Playboy's presence in Vietnam in the magazine, website, social media platforms.
- Produced photoshoots for branded merchandise on ecommerce site and magazine

## **New York**

Wall Street (2000-2016):

- Traded global equity portfolios in excess of \$20bln for Moore Capital Management, \$18bln for Vontobel Asset Management.
- Founded the Microfinance Club at Deutsche Bank, granting loans to businesses in developing countries.

- Received achievement award from Stern School of Business for creating an informational deck that connected businesses lost in the September 11<sup>th</sup> attacks to lenders.
- Received DREAM award at Bank of New York Mellon for motivating employees.
- Pencils For Promise: Negotiated a closing bell ceremony on NYSE, listed on BTIG Charity Day raising more than \$50,000 to build schools in third world countries, orchestrated Soul-Cycle Fundraising rides.

## **Personal Achievements (2018-2020)**

### **Board Member Animal Hope Legislation**

- Testified in front of California's State legislature on the following bills in order to reform animal welfare
  - Passed Fur Ban, AB 44 with Assemblyman Linda Friedman, first state to ban the sale of fur
  - Lobbied Plant-Based Food and Milk Options in Schools, AB 479 with Assemblyman Nazarian
  - Lobbied Dolphin Protection Act, SB 1405 with Senator Cathleen Galgiani
- Animal Hope and Wellness Fashion Show Gala: Produced and partnered with various local vegan brands and put on first ever vegan fashion show. Speakers: Whitney Cummings, Shannon Dougherty, Moby, Steve-O, Alicia Silverstone.

The Plant Revolution Event: Organized a panel that focused on the cultural movement towards a plant-based future. Panelists: Scientist from Elmhurst Milk, CEO of Tofukey, Matt Kinney, Plant-Based Food Association.

## **Fundraising (2018-2022)**

- \$150,000 Woolsey Fire donation, \$100,000 of that was a private celebrity donation
- \$20,000 Celebrity donation to a non-profit
- \$35,000 Nebraska Bomb cyclone fundraising through Go Fund Me
- \$25,000 Northern California Wildfires through Go Fund Me
- \$40,000 General donations accrued throughout the years through Go Fund Me

## **Skill Set**

- Creative Problem solver: Analytical, pro-active, self-starter
- Influential team leader: Strong motivational skills and clear communicator
- Resourceful Networker: Skillful in connecting opportunities and people to a business or brand
- Strategist: Develop innovative strategies with cost-effective attainable solutions that drive results
- Goal Oriented: Focused, driven and consistently exceeds goals within a designated time frame

## **Interests**

Vintage clothing, hosting dinners with friends, my family and animals, kindness

## **Education**

University of Wisconsin - Madison, BA in Communications (2000)