



Melissa King

DIRECTOR, MIXED-USE MARKETING
AND BRAND STRATEGY

Washington, DC

Melissa King is a seasoned marketing and events executive with over two decades of experience spanning commercial real estate, investment banking, and trade associations. She currently serves as Director, Mixed-Use Marketing and Brand Strategy for Hines' CityCenterDC project, a 230,000-square-foot luxury retail destination featuring global brands such as CHANEL, Hermès, Dior, and Louis Vuitton, alongside the Conrad Washington, DC hotel.

Drawing on her early career in luxury retail with Hermès of Paris and Priscilla of Boston, Melissa brings a deep understanding of high-end brand positioning and customer experience. She leads all retail marketing strategy, public art, and event programming for the project, including the acclaimed Palmer Alley installations and seasonal activations.

Under her leadership, CityCenterDC has earned two EMMY® Awards from the National Academy of Television Arts and Sciences, ADDY® Awards from the American Advertising Federation, and a Gold MAXI® Award from the International Council of Shopping Centers.

Prior to joining Hines, Melissa was Director of Events at ConnellyWorks, advising four major trade organizations in the Federal IT and cybersecurity sectors. Earlier, she held leadership roles at The Coalition for Government Procurement and Houlihan Lokey, where she spent a decade managing marketing for one of the firm's largest industry groups, including its flagship Aerospace, Defense, and Government Services conferences.

Beyond her professional work, Melissa is passionate about mentoring the next generation of marketing professionals. She serves as a mentor to college students at her alma mater, the University of Pittsburgh, offering guidance on career development, networking, and navigating the evolving marketing landscape. She is also an active member of the Washington Area Concierge Association, supporting the region's hospitality and tourism community.

Melissa holds a Bachelor of Arts from the University of Pittsburgh. Outside of work, she enjoys travel, music, theater, fine dining, and spending fall weekends watching football.

Hines