

SHOUTOUT LA

Local Stories: Meet Candis Melamed

September 16, 2024



We had the good fortune of connecting with Candis Melamed and we've shared our conversation below.

Hi Candis, how does your business help the community?

I have always been drawn to a higher purpose. In the world of public relations when most people cast you as a "spin doctor" this can be hard to distinguish. But, throughout my 20-year career, primarily representing physicians, I've found it an honor and privilege to help amplify the medical knowledge and advice of my clients, through my agency, Spotlight Group. Now, through my online course, The Spotlight Method, I find joy in teaching newly practicing physicians how to do the same.

Media relations is not something taught in medical school, and it is often not financially feasible for doctors who have just completed residency or fellowship. Driven to help expand the reach of younger physicians who are armed with the most cutting-edge medical information, I created an online course and coaching program that guides them on how to do their own branding and PR, during the early years of their career. Helping to make medical information available, and accessible, to more people (through media) is a small way I feel my businesses impact the greater community and world.



Alright, so for those in our community who might not be familiar with your business, can you tell us more?

I have two businesses – one is my agency (Spotlight Group Agency), and the other is my coaching program (The Spotlight Method) that supports newly practicing physicians.

I've been told there are a few things that set my agency apart, which include being responsive, reliable, supportive, and having effective communication. These are all core to our brand, and exactly the reason I believe my agency has succeeded. The road to success has its fair share of trials, but they were truly growth opportunities. I am tremendously proud, not only of our strong work to achieve client objectives through media exposure but mostly for our long-standing client relationships. Whether it was representing a client for 3 years or 16 years – being able to support and witness true growth over long periods of time is a blessing.

Today, I am most excited about The Spotlight Method – the visibility coaching program I designed to make PR accessible to newly practicing physicians. There is great value for physicians in sharing their medical knowledge with the public, through media. Unfortunately, branding, marketing,

and public relations aren't taught in medical school and most doctors aren't thinking about them until 10-15 years into practicing medicine...long after they are burnt out. I'm passionate about making my expertise accessible to younger physicians who are at the start of their careers, so they can not only accelerate their success but help more people.

Along the way I have learned that persistence is the key to success, and in business, you have to start before you are "ready." Take the leap, and trust the universe has your back.



Any places to eat or things to do that you can share with our readers? If they have a friend visiting town, what are some spots they could take them to?

I'm a native Angeleno and feel very fortunate to live in this city. While a week simply isn't enough time to see and do it all with my best friend, I would be sure to space out activities so she can experience different parts of town without getting too touristy.

We'd enjoy an early-morning Sunday hike up Temescal Canyon with a beautiful view of the ocean, followed by the Farmer's Market in the Pacific Palisades village. We'd then catch brunch or lunch at Matthew's Garden Cafe (in the open-air patio) and walk around the little boutique shops around the village. My family and I love renting bikes and biking along the beach path from Santa Monica to Venice, so we'd spend the afternoon doing that. We'd pick up some fresh fish at Santa

Monica Seafood and come home to freshen up and cook together for a night in.

The rest of the week would be divided between the following activities: Wandering through exhibitions at The Getty Museum, enjoying the views of the city, and doing a mini picnic with snacks in the museum's garden; The Broad Museum, a show at Disney Concert Hall, a drive down PCH to Malibu for a beach day.

Some of my favorite spots around town include drinks at Tower Bar, brunch at Perch, coffee and a sweet treat at Bottega Louie in downtown, dinner at Pizzeria Mozza, a cocktail and live music at the historic Culver Hotel on any weeknight, dinner at Ugo, brunch at Gjelina, lunch at Gjusta, Afternoon Tea at the Peninsula Hotel (if we're feeling particularly fancy). I also love to pick up Kabob by Faraj and make some rice and veggie sides instead of firing up the grill. And no trip would be complete without my friend joining our family for Shabbat dinner on Friday night. This special tradition of spending sacred time together with family at the end of the week is near to my heart.



The Shoutout series is all about recognizing that our success and where we are in life is at least somewhat thanks to the efforts, support, mentorship, love and encouragement of others. So is there someone that you want to dedicate your shoutout to?

I am extremely fortunate to be part of an exceptionally supportive family. However, I am also a big believer in mentorship – both having a mentor and being a mentor. I have tremendous gratitude for the women who have helped support and guide me along my journey.

First, is my mentor and former PR professor, Dr. Lori Baker-Schena, who is one of the most inspiring and positive women I know. Outside of being an incredibly talented educator, Lori instilled the importance of women supporting women, choosing joy no matter what life throws your way, and evolving professionally. From teaching me how to negotiate my first job opportunity to the monthly check-in calls we have to this day, I am extraordinarily grateful for Lori's friendship and mentorship in my life.

I also have two talented coaches who have impacted my life positively. Jen Berson, founder of Jeneration Academy, helped me uplevel myself and my business professionally. Her guidance is a testament to the fact that as an entrepreneur you should never work in a silo. She also inspired me to begin my online course and coaching program. Finally, Liz Svatek – mindset coach and host of the award-winning podcast Conversations with Warrior Women. Through her Limitless Warrior and Wise Women Collective coaching, Liz helped me transform my mindset and thus my life. Her guidance has been imperative in helping me not only live the life I envision – both personally and professionally – but also to better support others. I believe in the power of having a coach and being part of a community among like-minded women who inspire and encourage you to continually show up as the best version of yourself.

Website: <https://thespotlightmethod.com>

Instagram: <https://www.instagram.com/thespotlightmethod/>

Linkedin: <https://www.linkedin.com/in/candis-melamed-a978293/>

Facebook: <https://www.facebook.com/profile.php?id=100076334130225>

Other: Freebie: <https://freebie.thespotlightmethod.com/pr-ready-checklist-opt-in>



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