

# KATHRYN SANO

📍 New York, New York 10003  
☎ 518.598.4141 ✉ kathrynsano@aol.com

## EDUCATION

**New York University:** M.A. Music Business ▪ *New York, NY (May 2010)*  
**Syracuse University:** B.S Marketing, B.S. Supply Chain Management ▪ *Syracuse, NY (June 2006)*

## PROFESSIONAL EXPERIENCE

### INTERMEDIA OUTDOORS ▪ NEW YORK, NY

**DIRECTOR OF DIGITAL AD OPERATIONS** JUNE 2011 - PRESENT

- ❖ Utilized DART/DFP to manage digital advertising campaigns for IMO's 40+ digital properties
- ❖ Responsible for ensuring all digital advertising campaigns' proper execution and delivery
- ❖ Streamlined all of IMO's digital processes thereby increasing the efficiency of the digital ad operations department along with internal and external client communication
- ❖ Conducted a comprehensive digital advertising audit for all 2011 campaigns

### INTERMEDIA OUTDOORS ▪ NEW YORK, NY

**BUSINESS DEVELOPMENT COORDINATOR** OCTOBER 2010 - PRESENT

- ❖ Project manager and event coordinator for 6 in-store events promoting the re-launch of the American Gun Dog TV show airing on The Sportsman Channel
- ❖ Worked with 6 multi-national corporate brands to plan, promote, and execute participation in these in-store events
- ❖ Established a dedicated IMO market intelligence tool utilizing the news aggregate NetVibes which helped to identify key prospects, industry trends, and streamline market research material distribution and internal communication
- ❖ Generated endemic and non-endemic sales presentations and 1 sheets for ad agencies, trade shows, client presentations, and for inclusion in media kits

### THE MUSIC BUSINESS NETWORK ▪ NEW YORK, NY

**OWNER/FOUNDER** DECEMBER 2008 - PRESENT

- ❖ Built the Company strictly utilizing social networking platforms gaining over 2,000 members located throughout 28+ different countries
- ❖ Wrote an article which was published in ASCAP's "Playback Magazine" about how musicians can utilize digital analytics tools to benefit their careers
- ❖ Organized, promoted, and hosted 14 networking events focused on connecting music industry students, professionals, and musicians with one another

### EAR TO THE STREETS TV ▪ NEW YORK, NY

**MARKETING DIRECTOR** JANUARY 2011 – MARCH 2011

- ❖ Re-Developed the Ear To The Streets Brand by Re-designing the show's format (switching back from major label music videos to videos from independent Hip Hop and R&B artists)
- ❖ Created, updated, and revised social networks and website
- ❖ Vetted, Obtained videos from, and Communicated with Artists and PR companies regarding featuring them/their artists on the TV show
- ❖ Edited and arranged videos for inclusion in the show and created the production schedule for the show

### OPERA AMERICA ▪ NEW YORK, NY

**SPECIAL EVENTS NIGHT TIME RECEPTIONIST** SEPTEMBER 2010–OCTOBER 2010

- ❖ Set up and broke down events
- ❖ Greeted visitors in a friendly, welcoming and professional manner and directed them to their proper destination

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## GREENSHOELACE.COM ▪ NEW YORK, NY

COMMUNITY OUTREACH ORGANIZER INTERN, BUSINESS DEVELOPMENT DEPARTMENT

JANUARY 2010 – MAY 2010

- ❖ Facilitated the development and promotion of 8 SXSW and volunteer contributor events
- ❖ Re-developed all GreenShoelace social networking content distribution strategies and sites
- ❖ Monitored and analyzed the Company's digital platforms' analytics to attract new business

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## AUDIBLE TREATS ▪ BROOKLYN, NY

MARKETING ASSISTANT INTERN, PUBLICITY DEPARTMENT

OCTOBER 2009 – JANUARY 2010

- ❖ Interacted with publicity outlets to obtain promotional coverage for clients
- ❖ Monitored Google Alerts for clients and entered coverage into File Maker Pro Database to track campaign progress

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## ARIEL PUBLICITY/CYBERPR ▪ BROOKLYN, NY

INTERN, PUBLICITY DEPARTMENT

JUNE – AUGUST 2009

- ❖ Reviewed and edited Ariel Hyatt's book "*Music Success in 9 Weeks*"
- ❖ Created media lists comprised of resources that might feature clients, contacted, and followed up with them on behalf of clients (utilizing virtual press kits I developed)
- ❖ Had the highest resource response and artist feature rate out of all interns and employees (77%)

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## DECCA LABEL GROUP ▪ NEW YORK, NY

INTERN, A&R DEPARTMENT

JANUARY – APRIL 2009

- ❖ Listened to demo CDs and provided feedback to A&R executives
- ❖ Attended artist showcases and provided feedback to A&R personnel

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## AVATAR STUDIOS ▪ NEW YORK, NY

RECEPTIONIST

OCTOBER 2008 – MARCH 2009

- ❖ Facilitated communication between recording studios, artists, and production assistants

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## TRANSWORLD ENTERTAINMENT CORPORATION ▪ ALBANY, NY

BUYER ASSISTANT – MUSIC MERCHANDISING

MAY 2007 – AUGUST 2008

- ❖ Selected songs and wrote scripts for monthly Gospel and Adult Contemporary in-store play CDs
- ❖ Communicated with vendors about order status, mis-shipments, and order placement issues
- ❖ Executed marketing projects to ensure proper placement of urban CDs and DVDs in top selling urban stores

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## SEVENTH STEP ENTERTAINMENT ▪ SYRACUSE, NY

MANAGER OF MUSIC PRODUCER MATT CARAPELLA

AUGUST 2005 – AUGUST 2006

- ❖ Produced license agreements for the promotional use and sale of producer's music
- ❖ Worked with producer to devise, implement, and evaluate marketing strategies
- ❖ Created & promoted a hip hop showcase featuring local artists as part of Syracuse University's annual MayFest Celebration
- ❖ I continued taking on managerial duties (until 2010) after our management contract had expired

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## SKILLS

MAC/ PC Platforms—Microsoft Office Professional, Microsoft Project, Adobe Photoshop, Adobe In-Design, IBM AS400/iSeries, File Maker Pro, SAP, IBIS World, Steinberg's Cubase SX3, Digidesign's ProTools, Propellerhead's Reason, Zoomerang, Facebook, MySpace, Twitter, Hootsuite, TweetDeck, Social Media Analytics Platforms, WordPress, Google Analytics, Google AdWords, Google AdSense, Google Webmaster Tools, FourSquare, GFK MRI, ComScore, Magazine Radar, Ad Age, Ad Database, Redbooks, Audit Bureau of Circulations (ABC Statements), Dart For Publishers (DFP)

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## HONORS, ACTIVITIES, & SERVICE

- ❖ Guest Speaker for the Kipp Heartwood Academy annual “Career Exploration Panel” for 7<sup>th</sup> and 8<sup>th</sup> grade students June 2010, June 2009
- ❖ Recipient of the 2010 NYU Steinhardt Graduate Student Organization “Star Award” for distinguished service and contribution to the NYU Steinhardt graduate student community (for establishing The Music Business Network) May 2010
- ❖ Guest speaker for the Academy of Scholarship & Entrepreneurship’s “Music Is My Business Panel” for high school students interested in pursuing careers in the music industry April 2010
- ❖ Volunteer for Lincoln Center’s Out of Doors & Mid Summer Night’s Swing Concert Series & for the City Park’s Foundation’ SummerStage concert series July – August 2009
- ❖ Volunteer for the Urban Music Awards as the acting stage manager and sponsor liaison July 2009