

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

THE MUSIC BUSINESS NETWORK ▪ NEW YORK, NY

OWNER/FOUNDER

DECEMBER 2008 - PRESENT

- ❖ Built the Company strictly utilizing social networking platforms gaining over 4,000 members located throughout 51+ different countries
- ❖ Prepared a comprehensive integrated marketing strategy for a multi-platinum international musician's new album release to increase his brand awareness in the U.S. market
- ❖ Adjunct professor for AJL Music's "High School Music Business Speaker Series" at Town Hall School NYC
- ❖ Wrote an article (published in ASCAP's "Playback Magazine") about how musicians can utilize digital analytics tools to benefit their careers
- ❖ Planned, promoted, & hosted 15 networking events (including 4 DJ showcases) throughout New York City

INTERMEDIA OUTDOORS ▪ NEW YORK, NY

DIRECTOR OF DIGITAL AD OPERATIONS

JUNE 2011 – FEBRUARY 2012

- ❖ Conducted a comprehensive digital advertising audit for all 2011 campaigns (as part of a retention marketing strategy) saving the Company from losing over \$100,000 in ad revenue
- ❖ Streamlined all digital processes to increase the efficiency of the digital ad operations department & internal & external client communication
- ❖ Ensured all digital advertising campaigns' proper execution & delivery
- ❖ Managed digital advertising campaigns for 40+ digital properties (utilizing DART/DFP)

EAR TO THE STREETS TV ▪ NEW YORK, NY

MARKETING & BUSINESS DEVELOPMENT CONSULTANT

JANUARY 2011 – MARCH 2011

- ❖ Re-developed the Ear To The Streets brand & the TV show's format
- ❖ Developed all operational procedures & created the monthly production schedules for the show
- ❖ Created, updated, & revised all Ear To The Streets social networking sites & website
- ❖ Vetted, obtained videos from, & communicated with artists & PR companies regarding artists' placement on the show

INTERMEDIA OUTDOORS ▪ NEW YORK, NY

BUSINESS DEVELOPMENT COORDINATOR

OCTOBER 2010 – FEBRUARY 2012

- ❖ Coordinated & managed 6 in-store events promoting the re-launch of the American Gun Dog TV show
- ❖ Utilized traditional project management techniques to collaborate with 6 multi-national corporate brands to execute participation in these in-store events
- ❖ Established a dedicated market intelligence tool to identify key prospects, industry trends, streamline market research material distribution & internal communication enabling sales reps to obtain new clients & increase current clients' advertising spends
- ❖ Completed RFPs, generated endemic & non-endemic sales presentations & 1 sheets (for ad agencies, trade shows, client presentations, & for media kit inclusion)

GREENSHOELACE.COM ▪ NEW YORK, NY

COMMUNITY OUTREACH ORGANIZER INTERN, BUSINESS DEVELOPMENT DEPARTMENT

JANUARY 2010 – MAY 2010

- ❖ Facilitated the development & promotion of 8 SXSW & volunteer contributor events
- ❖ Restructured all GreenShoelace's site & social networking content & content distribution strategies
- ❖ Monitored & analyzed the Company's digital platforms' analytics to attract new business & contributors

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ARIEL PUBLICITY/CYBERPR ▪ BROOKLYN, NY

INTERN, PUBLICITY DEPARTMENT

JUNE – AUGUST 2009

- ❖ Selected to act as a full-time publicist & had the highest resource response & artist feature rate (77%) out of all interns & employees
- ❖ Compiled media lists comprised of resources that might feature clients, as well as, contacted & followed up with them regarding placement
- ❖ Reviewed & updated Ariel Hyatt's book "*Music Success in 9 Weeks*"

DECCA LABEL GROUP ▪ NEW YORK, NY

INTERN, A&R DEPARTMENT

JANUARY – APRIL 2009

- ❖ Provided feedback to A&R executives about artists' commercial viability (through listening to demo CDs, attending artist showcases, & monitoring artists' digital presence)
- ❖ Ascertained knowledge pertaining to the A&R artist selection process (ranging from vetting to signing artists)

AVATAR STUDIOS ▪ NEW YORK, NY

COMMUNICATIONS ASSISTANT

OCTOBER 2008 – MARCH 2009

- ❖ Coordinated communication between studio staff & clients
- ❖ Supervised various operations throughout the studio

TRANSWORLD ENTERTAINMENT CORPORATION ▪ ALBANY, NY

BUYER ASSISTANT – MUSIC MERCHANDISING

MAY 2007 – AUGUST 2008

- ❖ Communicated with 35+ music & DVD distributors about ordering product, delivery status, & order placement issues
- ❖ Supervised label, distributor, & retail buying & returns processes
- ❖ Executed marketing projects to ensure proper placement of urban CDs & DVDs in top selling urban stores
- ❖ Selected songs & wrote scripts for monthly Gospel & Adult Contemporary in-store play CDs

SEVENTH STEP ENTERTAINMENT ▪ SYRACUSE, NY

MANAGER OF MUSIC PRODUCER MATT CARAPELLA

AUGUST 2005 – AUGUST 2006

- ❖ Generated license agreements & negotiated deals pertaining to the promotional use & sale of producer's music
- ❖ Conceived, implemented, & evaluated traditional, integrated, & entrepreneurial marketing efforts
- ❖ Constructed a 5 year artist career management plan
- ❖ Continued providing consulting services to the producer (until 2010) even though the management contract had expired

SKILLS

MAC/ PC Platforms—Microsoft Office Professional, Microsoft Project, Adobe Photoshop, Adobe In-Design, IBM AS400/iSeries, File Maker Pro, SAP, IBIS World, Lexis/Nexus, Minitab, 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), CRM Systems, iMovie, Final Cut Pro

HONORS, ACTIVITIES, & SERVICE

- ❖ Guest speaker for AJL Music's "High School Music Business Speaker Series" at Town Hall School NYC (focused on networking & establishing a career as a professional musician) April 2012
- ❖ Recipient of the 2010 NYU Steinhardt Graduate Student Organization's "Star Award" for establishing The Music Business Network May 2010
- ❖ Volunteer for Lincoln Center's "Out of Doors" & "Mid Summer Night's Swing" concert series & for The City Park's Foundation's "SummerStage" concert series July – August 2009
- ❖ Volunteer for the Urban Music Awards as the acting stage manager & sponsor liaison July 2009