

Kathryn N. Sano
TheMusicBusinessNetwork@gmail.com

Education

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|---|---------------------|
| New York University , <i>Steinhardt School of Culture, Education & Human Development</i> | <i>New York, NY</i> |
| • Master of Arts in Music Business | May 2010 |
| Syracuse University , <i>Martin J. Whitman School of Management</i> | <i>Syracuse, NY</i> |
| • Bachelor of Science in Marketing | June 2006 |
| • Bachelor of Science in Supply Chain Management | |
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Music Industry Experience

<u>The Music Business Network</u>	<i>New York, NY</i>
<i>Owner/Founder</i>	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
- Co-Sponsor (with The Recoding Academy, SonicScoop, and BizCastr) of SAE Institute's 1st annual SAE New York Alumni Awards
- 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
- Provided consulting and educational services to network members regarding demos, career development, publicity, marketing, and business development
- Currently re-developing The Network to better serve our members by offering them direct connect services (rather than simply offering basic consulting and referral services)
- Developed, designed, and maintained the Company's website and social networking sites
- Created featured articles to promote members' endeavors on the Company website
- Acted as a liaison between network member artists and network member companies and freelancers
- Promoted the 2010 New Music Seminar held at Webster Hall in New York City
- Helped facilitate Music Business Network member companies' participation in the NYU Music and Entertainment Industry Professions 2010 Expo
- Represented The Music Business Network and member companies at the NYU Music and Entertainment Industry Professions 2010 Expo
- Attended networking functions and meetings to build the network and arrange sponsorships
- Attended Music Business Network members' events and live performances

Ear To The Streets TV

Marketing & Business Development Consultant

New York, NY

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
- Assembled the new intro for the program & edited & arranged videos for inclusion in the show

Opera America

Special Events Night Time Receptionist

New York, NY

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
- Responsible for answering phone calls and providing service to all incoming visitors

GreenShoelace.com

Community Outreach Organizer Intern, Business Development Department

New York, NY

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
- Assisted with the re-development of the website to optimize visitors' experiences
- Corresponded with career centers and current bloggers to obtain new freelance writers and photographers
- Contacted current contributing writers and specialized music news websites and blogs about pursuing link building campaigns with GreenShoelace
- Helped develop a FourSquare profile for GreenShoelace and a back text messaging system, powered by GreenShoelace, for FourSquare users to be informed of upcoming shows

Audible Treats

Marketing Assistant Intern, Publicity Department

Brooklyn, NY

October 2009 - January 2010

- Interacted with publicity outlets to obtain promotional coverage for clients
- Followed up with publicity outlets to learn of potential and feature placements of clients
- Monitored Google Alerts for clients and entered coverage into File Maker Pro Database to track campaign progress
- Updated the Company website and social networking sites with press releases
- Created and updated client profile pages on the Audible Treats website
- Maintained the Audible Treats database to preserve its integrity by removing and updating publicity outlet contact information and records

Ariel Publicity/Cyber PR

Intern, Publicity Department

Brooklyn, NY

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*"
- Entered new publicity resources & updated existing resources' information in the Cyber PR database
- Developed an internship manual outlining how to more effectively obtain coverage for clients
- Developed virtual press kits for new clients and built their user profiles in the Cyber PR database
- Created 2 week reports – which informed clients that their campaign was ending and summarized what the Company achieved on their behalf
- Streamlined the resource outreach process (build the media list first, write customized pitch letters to each chosen resource, enter the resources into the Cyber PR database, then contact the resources about the client)
- Updated & revised the new client welcome packet
- Updated the pre-set interview questions with more relevant music industry and artist specific questions

Decca Label Group

Intern, A&R Department

New York, NY

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)
- Researched and monitored blogs to determine musical trends and to find artists who had the potential for being signed to Decca
- Entered artists, entertainment companies, and songwriters' (who submitted their demos/press kits for review) information into an A&R log
- Researched alternative newsweeklies in the 50 major US markets to determine live performances and musical trends throughout the country
- Created Craigslist postings (and corresponding Gmail accounts) to obtain digital demo submissions from Adult Contemporary artists located within the 50 major US radio markets
- Entered artist event information into the CMS system database (which subsequently updated each artist's event information on the Company's website)
- Researched publishing and songwriter information for album credits and liner notes (to be included in the final packaging of albums)
- Compiled opera and Broadway song lyrics (along with song translations) to pitch to an artist for inclusion on his album
- Gathered the production photographs and booklet essays/show synopses for a Best Buy online promotion of Broadway musical soundtracks (including *Man of La Mancha*, *Billy Elliot*, *Wicked*, *Shrek*, and *Spamalot*)
- Placed orders for comp Broadway tickets so that the Company could maintain their positive relationships with others in the industry
- Placed orders to restock promotional products for the office and for shipment to managers and Decca Label Group artists
- Shipped promotional goods to industry professionals

Avatar Studios

Communications Assistant

New York, NY

October 2008 - March 2009

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

Trans World Entertainment Corporation

Buyer Assistant - Music Merchandising

Albany, NY

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
- Provided information about key releases to stores and resolved music merchandising store issues
- Assisted with obtaining clearance for usage of the Stellar Gospel Awards logo in a promotion
- Ensured that new releases were accurately entered into the AS 400 database
- Developed a Buyer Assistant's manual outlining how to perform all key tasks and job duties

Metropolitan Media Group/ D-Squared Records

Owner/ Founder

Syracuse, NY

June 2005 - January 2007

- Coordinated the strategic correspondence with independent musicians
- Created & promoted a hip hop showcase featuring local artists as part of Syracuse University's annual MayFest Celebration
- Developed an integrated marketing communications plan to develop brand awareness and increase the Company's overall image
- Created a variety of personal branding worksheets and company information overview documents to assist artists with their careers

Seventh Step Entertainment

Manager of Music Producer Matt Carapella

Syracuse, NY

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
 - Provided creative input to help develop final song structure of producer's music
 - Devised the idea to create a DVD (featuring local artists performing over his music) to develop producer's brand awareness
 - Created contracts necessary to ensure proper execution of the DVD's filming and creation
 - Developed advertisements, a film production schedule and proposal to attract participants (film students & musicians) for the DVD
 - Obtained 50+ willing musicians to dedicate their time and music to perform on this DVD
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Additional Experience

InterMedia Outdoors

Director of Digital Ad Operations

New York, NY

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)
- Trained the new outsourced digital advertising operations company on IMO digital ad operations processes to ensure the successful transition of select ad trafficking duties from IMO to them

InterMedia Outdoors

Business Development Coordinator

New York, NY

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)
- Developed ideas for Youth, Conservation, and Educational initiatives that had editorial relevance with the intention of increasing the IMO brands' subscriber bases
- Tasked with determining how to staff the marketing department to execute the Youth, Conservation, and Educational initiatives
- Worked with the Director of Digital Content Development to address social media initiative inefficiencies to optimize their future effectiveness
- Determined best sales prospects utilizing a variety of digital and print market research services (GFK MRI, ComScore, Magazine Radar) and social networking tools
- Developed, deployed, and analyzed the results of IMO site visitor surveys to generate better leads and pitches for sales representatives
- Created, monitored, and maintained competitive reports to see where the IMO sales team could gain new business
- Developed and revised (as needed) the 2011 and 2012 Digital and Print media kits, editorial calendars, circulation trend analysis, and demographics documents
- Built a comprehensive list of all sales representatives and publishers and reviewed all magazine mastheads to eliminate errors and increase each of the 15 IMO magazine brands' image
- Interfaced with digital and print sales representatives, other IMO personnel, outsourced vendors, clients, and ad agencies
- Worked with the IT department to develop a dedicated Sales Drive to share and store sales materials, business development projects, market research, market intelligence articles, creative assets and revenue reports
- Assisted sales representatives and IT with setting sales representatives up to properly access the Sales Drive
- Organized and ran the company wide 2011 annual update meeting

City of Albany

Vital Statistics Clerk

Albany, NY
April - May 2007

- Worked with public and private sectors researching birth and death certificates
- Organized pre-existing files in classified storage areas

World Logistics Group

Order Processing Supervisor

Fuera Bush, NY
February - March 2007

- Supervised 13 employees with an emphasis on open communication and efficiency
- Helped to establish and measure baseline employee productivity standards utilizing a daily score card
- Identified and printed orders from the AS400 LFS queue and distributed pick tickets to ensure proper order fulfillment
- Prioritized and released orders for picking, based on customer and company requirements
- Coordinated and communicated with employees and other distribution facilities to meet strict shipping deadlines
- Created and implemented an AS400 LFS training module for new employees

Office of the Albany County District Attorney

Intern

Albany, NY
July - August 2005

- Worked with a team of interns to create an anti-gun violence campaign. The campaign focused on creating a hip hop concert and other activities that would enable youth to avoid getting involved in violent activities.
- Facilitated team meetings regarding the development of the anti-gun violence campaign
- Presented ideas generated, with the team of interns, directly to the District Attorney on a weekly basis
- Created cause specific event sponsorship proposals and prepared promotional materials

Matthew J. Ryan & Associates

Director of Research & Development

Troy, NY
May 2004 - May 2005

- Researched copyrights & patents
- Prepared a business growth and development plan that upper management proposed to a potential client
- Prepared a \$25 million investment plan – using only a power point presentation and phone conversations as references
- Successfully completed the New York State Life, Accident, & Health Insurance training in preparation of becoming a licensed insurance agent
- Developed term rate life insurance quote forms for the United States Federation of Legal Professionals
- Communicated with and distributed term life insurance quote forms to every lawyer in Albany and Onondaga Counties

Tanarama Tanning

Manager

Cropseyville, NY
May - November 2003

- Supervised 7 employees with a strong emphasis on customer satisfaction and cost control
- Identified customer satisfaction problems and instituted strategies and disciplinary measures to reduce them

Express Fashion Ltd.

Denim Expert/ Sales Representative

Guilderland, NY

March 2002 – May 2003

- Assisted customers with their purchases
- One of the top sales representatives in the Crossgates Mall store and was asked to be a Denim Expert for the 2002 Back to School season

Italian American Community Center

Lifeguard

Albany, NY

April 1998 – August 2002

- Trained in CPR and water rescue techniques
- Oversaw the safety of pool users
- Taught swimming lessons to children

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

- Chaperone for NARAS' "Grammy U Basic Training Bootcamp" at Pace University's Dyson College of Arts & Sciences
 - *May 2012*
- Guest Speaker for AJL Music's "High School Music Business Speaker Series" at Town Hall School NYC
 - *April 2012*
- Guest Speaker for the Kipp Heartwood Academy annual "Career Exploration Panel" for 7th and 8th grade students
 - *June 2010 & June 2009*
- Recipient of the 2010 NYU Steinhardt Graduate Student Organization's "Star Award" 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 Festival (Concert Series)
 - *August 2009*
- Volunteer for the City Park's Foundation at Central Park's SummerStage concert series
 - *July - August 2009*
- Volunteer at the New Music Seminar
 - *July 2009*

- Volunteer for Lincoln Center's Mid Summer Night Swing's concert series
 - *July 2009*
 - Volunteer for the Urban Music Awards as the acting stage manager and sponsor liaison
 - *July 2009*
 - Volunteer for the N.E.R.D./Big Boi Show at Nokia Theatre as part of Advertising Week in NYC
 - *September 2008*
 - NYU MEISA (Music and Entertainment Industry Student Association) Member
 - *September 2008 - September 2010*
 - Volunteer for Central New York Jazz Arts Foundation's Jazz in the Square
 - *July 2005 & July 2006*
 - Volunteer guest speaker (about music & marketing) at Jamesville-Dewitt Middle School
 - *November 2005*
 - As a member of the American Marketing Association, at Syracuse University, I assisted in conceptualizing and implementing a guerilla marketing plan for award winning music group "Sweet Honey in the Rock"
 - *September - October 2005*
 - Member of the American Marketing Association at Syracuse University
 - *September 2005-October 2006*
 - Volunteer for the City of Albany's annual "Alive @ 5" concert series
 - *July 2005*
 - Mentor at Shea Middle School in Syracuse, NY
 - *February - May 2005*
 - Senior Prom Co-Chair for Albany High School - I organized, planned, and hosted Albany High School's Senior prom with a student advisor and 1 other student)
 - *January - April 2002*
 - Created the 1st winter formal (Snow Ball) at Albany High School - this has now become an annual event
 - *November - December 2001*
 - Intern at NBC affiliate station (WNYT) in Albany, NY
 - *October-December 2001*
 - Media/ News Committee volunteer for the Hillary Clinton Senatorial Campaign
 - *September-November 2000*
-