

LIBRARY

Education

UNIVERSITY NAME	DEGREE EARNED	UNIVERSITY LOCATION	GRADUATION DATE
New York University	M.A. Music Business	New York, NY	May 2010
Syracuse University	B.S Marketing Management	Syracuse, NY	June 2006
Syracuse University	B.S. Supply Chain Management	Syracuse, NY	June 2006

Experience

The Music Business Network

Owner/Founder
Dec 2008 - Present
New York, NY

- 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 Recording Academy, SonicScoop, & 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 & educational services to network members regarding demos, career development, publicity, marketing, & business development

POSITION DESCRIPTION

- 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

POSITION DESCRIPTION

- Facilitated the development & promotion of 8 SXSW & 4 volunteer contributor events
- Restructured & optimized GreenShoelace's website, all social networking sites & content distribution strategies
- Monitored & analyzed the Company's digital platforms' analytics to attract new business & contributors

POSITION DESCRIPTION

- Selected to act as a full-time publicist & had the highest resource response & artist feature rate (77%) out of all interns & employees
- Reviewed & edited Ariel Hyatt's book "Music Success in 9 Weeks"
- Compiled media lists comprised of resources that might feature clients, as well as, contacted & followed up with them regarding placement
- Created bi-weekly reports informing clients that their campaign was ending & summarized what the Company achieved on their behalf
- Developed virtual press kits for new clients & built their user profiles in the Cyber PR database

POSITION DESCRIPTION

- Provided feedback to A&R executives about artists' commercial viability
- Ascertained knowledge pertaining to the A&R artist selection process (ranging from vetting to signing artists)
- Researched alternative newsweeklies in the 50 major US markets to determine live performance & musical trends throughout the country
- Verified publishing & songwriter information for album credits & liner notes
- Ordered comp Broadway tickets to maintain their positive relationships with associated industry personnel

POSITION DESCRIPTION

- Coordinated communication between studio staff & clients
- Supervised various operations throughout the studio
- Greeted visitors in a friendly, welcoming & professional manner & directed them to their proper destination

POSITION DESCRIPTION

- 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 intro & outro scripts for monthly Gospel & Adult Contemporary in-store play CDs
- Provided information about key releases to stores & resolved music merchandising store issues

POSITION DESCRIPTION

- Provided creative input to help develop final song structure of producer's music
- Generated license agreements & negotiated deals pertaining to the promotional use & sale of producer's music
- Constructed a 5 year artist career management plan
- Continued providing consulting services to the producer (until 2010) even though the management contract had expired

POSITION DESCRIPTION

- Conducted a comprehensive digital advertising audit for all 2011 campaigns (as part of a retention marketing strategy) & provided reports to the COO/CFO, CMO, & CEO
- Managed digital advertising campaigns for 40+ digital properties (utilizing DART/DFP)
- Ensured all digital advertising campaigns' proper execution & delivery by communicating with clients, ad agencies & sales reps
- Streamlined all digital processes to increase the efficiency of the digital ad operations department along with internal & external client communication

POSITION DESCRIPTION

- Coordinated & managed 6 in-store events promoting the re-launch of the American Gun Dog TV show
- Utilized Traditional Project Management & Six-Sigma Blackbelt techniques to collaborate with 6 multi-national corporate brands to efficiently execute participation in these in-store events
- At the behest of the CMO, developed ideas for Youth, Conservation, & Educational initiatives that had editorial relevance with the intention of increasing the IMO brands' subscriber bases
- Established a dedicated market research 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

DESCRIPTION DATE

- 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 City Park's Foundation SummerStage & Lincoln Center's Mid Summer Night Swing & Out of Doors concert series' July - August 2009
- Volunteer at The New Music Seminar July 2009
- Volunteer for the Urban Music Awards as the acting stage manager & sponsor liaison July 2009
- NYU MEISA (Music & Entertainment Industry Student Association) Member September 2008 - September 2010
- As a member of the American Marketing Association, at Syracuse University, I assisted in conceptualizing & implementing a guerilla marketing plan on behalf of the award winning music group "Sweet Honey in the Rock" to promote their concert at Syracuse University September - October 2005
- Member of the American Marketing Association at Syracuse University September 2005 - October 2006

Additional Experience

InterMedia Outdoors

Director of Digital Ad Operations
June 2011 - Feb 2012
New York, NY

InterMedia Outdoors

Business Development Coordinator
Oct 2010 - Feb 2012
New York, NY

Honors & Service

Skills

MARKET RESEARCH			
Google Analytics	Social Media Analytics Platforms	Magazine Radar	Ad Age
ComScore	Lexis/Nexus	IBIS World	Ad Database
Redbooks	Audit Bureau of Circulations (ABC Statements)		GFK MRI
PROGRAMS			
MAC/ PC Platforms			
Microsoft Office Professional	Pages		Numbers
Keynote	Microsoft Project	Adobe Photoshop	Adobe In-Design
SAP	Minitab	Dart For Publishers (DFP)	WordPress
Final Cut Pro	Google Webmaster Tools	Google AdWords	Google AdSense
Steinberg's Cubase SX3	Digidesign's ProTools	iMovie	Propellerhead's Reason
SOCIAL NETWORKING			
Facebook	Twitter	MySpace	Pinterest
Hootsuite	Zoomerang	FourSquare	TweetDeck
DATABASES			
File Maker Pro	IBM AS400/iSeries		