

Education

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

The Music Business Network

December 2008 – Present

Founder/Executive Director

New York, NY

- Built the Company strictly utilizing social networking platforms gaining over 4,000 members located throughout 52+ 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, & 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 20+ 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
- Developed, designed, & maintained the Company's website & social networking sites
- Created feature articles to promote members' endeavors on the Company website
- Acted as a liaison between network member artists, network member companies, & freelancers
- Promoted the 2010 New Music Seminar held at Webster Hall in New York City
- Helped facilitate & represented The Music Business Network & member companies' participation at the NYU Wasserman Center's "Music & Entertainment Industry Professions 2010 Expo"
- Attended networking events, performances, meetings & industry panels to further develop The Network & arrange sponsorships

Ear To The Streets TV

January 2011 – March 2011

Marketing & Business Development Consultant

New York, NY

- 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

September 2010 – October 2010

Special Events Night Time Receptionist

New York, NY

- Greeted visitors in a friendly, welcoming & professional manner & directed them to their proper destination
- Responsible for setting up & breaking down events, answering phone calls & providing service to all incoming visitors

GreenShoelace.com

January 2010 – May 2010

Community Outreach Organizer Intern, Business Development

New York, NY

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

Audible Treats

October 2009 – January 2010

Marketing Assistant Intern, Publicity Department

Brooklyn, NY

- Interacted with publicity outlets to obtain promotional coverage for clients
- Followed up with publicity outlets to learn of potential & feature placements of clients
- Monitored Google Alerts for clients to track campaign progress
- Updated the Company website & social networking sites with press releases & client profiles
- Maintained the Audible Treats database to preserve its integrity by removing & updating publicity outlet contact information & records

Ariel Publicity/Cyber PR

June – August 2009

Intern, Publicity Department

Brooklyn, NY

- 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*"
- Developed virtual press kits for new clients & built their user profiles in the Cyber PR database
- Compiled media lists comprised of resources that might feature clients, as well as, contacted & followed up with them regarding placement
- Streamlined the resource outreach process
- Entered new publicity resources & updated existing resources' information in the Cyber PR database
- Created bi-weekly reports informing clients that their campaign was ending & summarized what the Company achieved on their behalf
- Updated & re-designed the new client welcome packet
- Updated the Company's pre-set interview questions for new clients with more relevant music industry & artist specific questions
- Developed an internship manual outlining how to more effectively obtain coverage for clients

Decca Label Group

New York, NY

Intern, A&R Department

January – April 2009

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

Avatar Studios

October 2008 – March 2009

Communications Assistant

New York, NY

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

Trans World Entertainment Corporation

May 2007 – August 2008

Buyer Assistant – Music Merchandising

Albany, NY

- 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
- Assisted with obtaining clearance for usage of the Stellar Gospel Awards logo
- 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 & job duties



Metropolitan Media Group/ D-Squared Records

June 2005 – January 2007

Owner/ Founder

Syracuse, NY

- 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"
- Produced a variety of personal branding worksheets & industry information overview documents to assist artists with their careers

Seventh Step Entertainment

August 2005 – August 2006

Manager of Music Producer Matt Carapella

Syracuse, NY

- 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
- Conceived, implemented, & evaluated traditional, integrated, & entrepreneurial marketing strategies
- Devised the idea to create a DVD (featuring local artists performing over his music) to develop producer's br& awareness
- Created contracts necessary to ensure proper execution of the DVD's filming & creation
- Developed advertisements, a film production schedule & proposal to attract participants (film students & musicians) for the DVD
- Obtained 50+ willing musicians to dedicate their time & music to perform on this DVD
- Continued providing consulting services to the producer (until 2010) even though the management contract had expired


Additional Experience

InterMedia Outdoors

June 2011 – February 2012

Director of Digital Ad Operations

New York, NY

- 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
 - Trained an 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
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InterMedia Outdoors*October 2010 – February 2012***Business Development Coordinator***New York, NY*

- Coordinated & managed 6 in-store events promoting the re-launch of the American Gun Dog TV show
- Utilized Traditional Project Management & Six-Sigma 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
- Tasked with determining how to staff the marketing department to execute the Youth, Conservation, & Educational initiatives
- Completed RFPs, generated media kits, editorial calendars, circulation trend analysis & demographic analysis documents, endemic & non-endemic sales presentations & one-sheets
- Worked with the Director of Digital Content Development to address social media inefficiencies to optimize their future effectiveness
- 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
- Determined best sales prospects utilizing a variety of digital & print market research services (GFK MRI, ComScore, Magazine Radar) & social networking tools
- Created, monitored, & maintained competitive reports to see where the IMO sales team could gain new business
- Worked with the IT department to develop a dedicated Sales Drive to share & store sales materials, business development projects, market research, market intelligence articles, creative assets & revenue reports
- Assisted sales representatives & IT with setting sales representatives up to properly access the Sales Drive
- Built a comprehensive list of all sales representatives & publishers & reviewed all magazine mastheads to eliminate errors & increase each of the 15 IMO magazine br&s' images
- Organized & ran the company wide 2011 annual update meeting

City of Albany*April – May 2007***Vital Statistics Clerk***Albany, NY*

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

World Logistics Group*February – March 2007***Order Processing Supervisor***Fuera Bush, NY*

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

Office of the Albany County District Attorney

July – August 2005

Intern
Albany, NY

- Worked with a team of interns to create an anti-gun violence campaign focused on creating a variety of activities to deter youth from engaging in violent behavior
- Facilitated team meetings regarding the development of the anti-gun violence campaign
- Presented ideas generated directly to the District Attorney on a weekly basis
- Created cause specific event sponsorship proposals & prepared promotional materials

Matthew J. Ryan & Associates

May 2004 – May 2005

Director of Research & Development

Troy, NY

- Researched copyrights & patents
- Created a business growth & development plan that upper management proposed to a potential client
- Prepared a \$25 million investment plan—using only a power point presentation & 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 & distributed term life insurance quote forms to every lawyer in Albany & Onondaga Counties

Tanarama Tanning

May – November 2003

Manager
Cropseyville, NY

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

Express Fashion Ltd.

March 2002 – May 2003

Denim Expert/ Sales Representative

Guiderland, NY

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

Italian American Community Center

April 1998 – August 2002

Lifeguard
Albany, NY

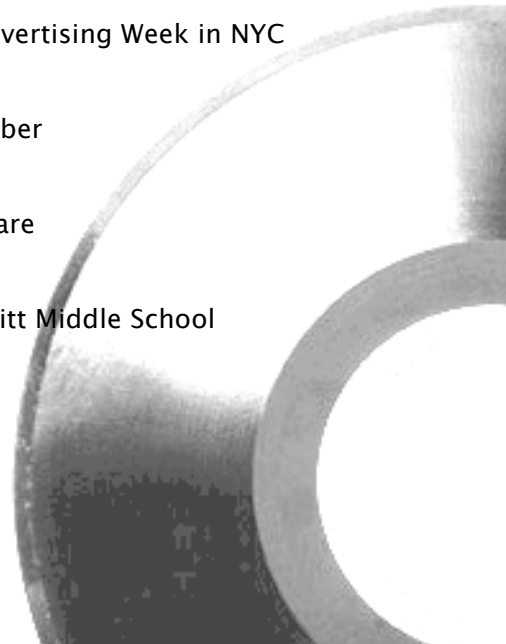
- Trained in CPR & water rescue techniques
- Oversaw the safety of pool users
- Taught swimming lessons to children

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Honors & Service

- Guest Speaker about networking in the music industry at NYU's Music Business Undergraduate Program Collegium
 - *February 2013*
- Organized, publicized, & hosted "The Albany High School Class of 2002's 10 Year High School Reunion"
 - *June - September 2012*
- 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 & 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 & 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 & 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 & 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 – Organized, planned, & hosted Albany High School's Senior prom with a student advisor & 1 other student)
 - *January – April 2002*
- Created the 1st winter formal ("The 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*

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		

