

Education

Experience

The Music Business Network

Founder/ Executive Director
Dec 2008 – Present
New York, NY

Ear To The Streets TV

Marketing & Business Development Consultant
Jan – March 2011
New York, NY

GreenShoelace.com

Community Outreach Organizer/Biz Dev Intern
Jan – May 2010
New York, NY

Ariel Publicity / Cyber PR

Publicity Department Intern
June – Aug 2009
Brooklyn, NY

Decca Label Group

A&R Intern
Jan – April 2009
New York, NY

Avatar Studios

Communications Assistant
Oct 2008 – March 2009
New York, NY

TransWorld Entertainment Corp.

Music Merchandising Buyer Assistant
May 2007 – Aug 2008
Albany, NY

Seventh Step Entertainment

Manager of Music Producer Matt Carapella
Aug 2005 – Aug 2006
Syracuse, NY

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



| 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 |

POSITION DESCRIPTION

- 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 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 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

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
- Completed RFPs, generated media kits, editorial calendars, circulation trend analysis & demographic analysis documents, endemic & non-endemic sales presentations & one-sheets

| 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 |

| 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/Series | | |