

Professional Experience

Director of Marketing & Publicity

5/2009 – Present | MPress Records, New York, NY

- Create, organize & execute all publicity/marketing/promotional campaigns – traditional & digital.
- Conceptualize, write & distribute all press releases & materials, website & social networking content.
- Maintain & update company/artist online assets including: official websites, social networking sites & content sharing sites; organize incoming press, tour schedules, radio reports & FTP files.
- Tailor traditional & online marketing campaigns for releases, promotions, events & artist street teams.
- Oversee New Media Coordinator in execution of campaigns & promotions.
- Liaise with outsourced service providers including public relations, online marketing, radio promotion, record distribution (digital & physical), music video promotion, independent retail & design firms.
- Established & implemented creation of promotional & publicity HTML campaigns.
- Pitch for opening act slots, appearances (TV, radio, retail, blogs, media etc), & sponsorships.
- Direct contact & liaison for label's roster of artists; project coordinator for Melissa Ferrick's "Still Right Here" (Sept 2011) and Seth Glier's "The Next Right Thing" (Jan 2011); merchandise designer for Rachael Sage's "Delancey Street".
- Design & edit image content for promotions, publicity & online assets.
- Create, oversee & administrate TopSpin retail & promotional campaigns for record release & merchandise campaigns.
- Utilize consumer & marketing data from TopSpin, Next Big Sound & other online sources to create successful Facebook Ad campaigns.
- Responsible for coordinating promotion for MPressFest events & contests.
- Represent label & artists at industry conferences including NARM, CMJ & SXSW.

Music Business Consultant

11/2003 – 5/2009 | Band AM Artist Development, Bayside, NY

- Consult various local artists on career progression & social marketing as consultant.
- Creation of publishing company, Chemistratic, Inc. including business plans, corporate registration, business forms & copyrighting music catalog.
- Creation & development of The Dept Records – digital only record label; including A&R, securing online assets, digital distribution & more.
- Routing, booking contracting & promoting show in NYC clubs; creating & sending out necessary documents such as show offers, contracts, itineraries, press kits, riders & equipment requirements.
- Deal directly with show promoters, club owners, talent buyers, venue reps, tour managers, artist managers, record label staff, publicists & artists.

Associate Accountant / Office Administrator

March 2007 | June 2008 | Tenth Street Entertainment / 11-7 Recording Corp., New York, NY

- Assistant to the Chief Financial Officer.
- Handle A/P, A/R, G/L, Deposits, Reconciliation & Petty cash.
- Collaborative work on setting up Royalty Outsourcing Service Account.
- Registration of all copyrights for 11-7 Recording Corp.
- Reconciliation of artist recording budgets for 11-7 Recording Corp.
- Manage touring artist schedules & guarantees.
- Maintain grids with guarantees, bonuses & commission schedules.
- Manage office operations and facility management for California & New York Offices.
- Maintain streamlined office operations for New York & California offices.
- Handle purchasing & vendor management.
- Manage travel arrangements & accommodations for artists and staff.

Director of Artist Relations / Assistant Artist Manager

5/2004 – 3/2007 | OCD Music Group, Inc., Long Beach, NY

- Assist managers in all aspects of artist management, development, marketing, promotion, touring, etc.
- Responsible for all accounting & banking procedures.
- Deal directly with the artists' & take care of their needs.
- Set up travel arrangements for artist & managers.

Administrative Assistant

6/2006 – 11/2006 | Freefall Presentations, Ltd., Huntington, NY

- Assistant to President in the development of client's careers through execution of tasks necessary for

- contracts, show folders, itineraries, marketing plans, & tour manager reports.
- Advance & maintain new booking/engagement information & event procedures for all shows.
- Assist bookkeeper as necessary in the creation & maintenance of accounting reports & documents.
- Maintain online & hard copy files of client riders, technical specifications, marketing, promotion & press materials

Administrative Assistant

1/2004 – 3/2006 | Avdon Productions, Inc. D.B.A. What's Good Live, Bethpage, NY

- Assistant to President in the overall operations of What's Good Live events.
- Responsible for creating e-mail & traditional marketing campaigns, business letters, forms, sponsorship proposals; maintaining 30k+ mailing list.
- Responsible for advancing details for promotional productions & concerts.

Tour Manager

2/2003 – 11/2003 | Diffuser Tours, Inc., New York, NY

- Responsible for advancing contracted performances, creating artists itineraries & setting up travel accommodations & transportation based on predetermined budgets.
- Dealt directly with show promoters, stage & production managers, venue & radio station staff, record label executives, other artists and crew personnel.
- Maintained accurate accounting of profits, guarantees, fees, crew payroll, merchandise and expenses.
- Traveled with artists; handled day-to-day activities, appearances & deadlines.
- Created necessary documents such as production & hospitality riders, input lists, stage plots, tour books, equipment lists, daily sheets, itineraries, travel directions, merchandise reports, expense reports & accounting reports.

Office Manager/ Assistant Promotion Director

11/2001 – 2/2003 | Rainmaker Group LLC / The Downtown, Farmingdale, NY

- **Office Manager**
- Handled all aspects of A/P, A/R, G/L, deposits, reconciliation, cash on hand and payroll, created P/L statements, earnings projections & monitored cash flow; reported directly to partners.
- Worked directly with accountant to prepare tax statements & audit paperwork.
- Oversaw operational aspects by standardizing closeout procedures, creating employee work schedules, applicant tracking & employee files.
- **Assistant Promotion Director**
- Created, tracked & reconciled ticket sales in connection with Ticketmaster & in-house box office.
- Dealt directly with sponsors regarding promotional items & contests.
- Assisted booking talent, building promotions, creating & executing marketing/promotional ideas.
- Maintained mailing lists (regular & e-mail) & dealt directly with post office for bulk mailings.

Education

5/2006 | C.W. Post Long Island University Brookville, NY

• *Bachelor's Degree in Business Management* | Relevant Coursework: Accounting, Finance, Management, Negotiations, Entrepreneurship, Marketing & Business Policy

12/2001 | Five Towns College, Dix Hills, NY

• *Associates Degree in Music Business concentration Artist Management* | Relevant Coursework: Artist Management, Publishing, Contracts, Copyrights, Marketing, Promotion, Business Law, Accounting and Business Management

Computer Skills

- MAC literacy incl. Microsoft Office for MAC, iLife ie. iTunes, iPhoto, iMovie & FileMakerPro.
- PC Literacy, file organization, Microsoft Office Programs, Word, Excel, PowerPoint & Outlook.
- Advanced experience with Internet navigation & research through various browsers.
- Intermediate experience with social networking sites (Facebook, Twitter), content sharing sites (Youtube, PhotoBucket, Flickr) & open source blog platforms (WordPress & Tumblr).
- TopSpin, Adobe Photoshop, Illustrator, Acrobat, DreamWeaver, Quark, Winzip, Efax, QuickBooks, PeachTree, Stuffit Archive Mgr., CyberDuck, Fetch, Toast, MailChimp, Sendspace, Hootsuite & more.
- Basic HTML experience

Interests

• Digital Photography, Writing and Traveling

References