

## Career Target: Entry-level Music Industry Position



**Enthusiastic, hard-working and determined professional with a true passion for music, degree in marketing, and broad-based industry experience.** Known for working long hours, taking the initiative to improve things, and finding creative ways to get things done with limited resources. **Strong technical aptitude both for software and audio hardware.**

## Skills

- **Social Media Management:** Facebook, Twitter, MySpace maintenance/promotion.
- **Web Marketing/Analytics:** Analyzing web traffic, writing copy and creating ads/contests.
- **Concert Booking:** Researching and booking concert opportunities.
- **Audio and Lighting:** 2 years of experience including live gigs and soundboard operation.

## Education

Bachelor of Business Administration, Major: Marketing (2008) - BAYLOR UNIVERSITY, Waco TX  
Member: Delta Sigma Pi Professional Business Fraternity

## Experience

DOVE & SPARROW 2010 – Present  
**Social Media Consultant**

Provide social media expertise to busy wedding photography firm, including assessing current presence, determining best sites to target, and establishing new profiles.

- Created Facebook, Twitter and LinkedIn profiles and designed Tumblr blog to promote photography in regular posts. Currently posting once per week.

SPIN MAGAZINE 2009 – 2010  
**Online Marketing Intern**

Recruited during period of downsizing and challenged to jump in quickly, handling multiple responsibilities including planning promotional events, maintaining social media sites, writing copy, conducting market research and monitoring ad traffic. Contributions included:

- Designed one of Spin's most successful contest events – a scavenger hunt on Twitter.
- Stepped in to handle duties not normally assigned to interns and executed successfully.

LOST BOYS AND GIRLS MANAGEMENT & MARKETING 2008 – 2009  
**Artist Management Assistant**

Assisted with all aspects of career management for the band *Black Taxi*, including researching venues, booking shows, coordinating marketing, touring with the band and loading gear in and out of shows.

- Generated revenue for band by taking the initiative to design and sell exclusive t-shirts.

*Additional work experience:*

- Contributing Writer, Audioperv.com - Write concert reviews for music blog 2009 – Present
- Senior Light Tech, Forefront Audio/Visual – Lead 7-member lighting team 2009 – Present
- Customer Service Associate, Virgin Entertainment 2008 – 2009

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**“What I enjoyed most about working with Ms. Foreman was her enthusiasm and positive attitude. She’s also extremely reliable and self-motivated.”** *Marketing Manager, Spin Magazine*

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