

Objective:

To bring energy to projects that inspire communities, empower musicians, and bring people together through music and culture.

Brand Management

Background:

- Web development
- Marketing plans
- Social media management
- Email marketing
- Street team organization

Digital/Communication Skills:

- Fusion of inbound advertising with permission marketing
- History in presentations and public speaking
- Enjoys working with others and can solve problems on own

Interests:

- Planning events
- Self education
- Talent buying and venue management
- Festival production
- Digital audio and electronic music production
- Singing/songwriting
- Jazz in American culture
- Culinary Arts
- Recording stages at New Orleans' Jazz & Heritage Fest (with Jazz Fest Live '16, '17, & ready for '18)

Experience and Education:

Deaf Child

Lexicon (2013-Present)

- Book events through the Free Your Art initiative, have a heart by donating \$1 per ticket sold to Orleans Public Defenders for fighting mass incarceration locally
- Promote sustainability for freelance underground artists through contact list shoutouts, social media group curation, street team, digital advertising, plus press kit management and distribution
- Provide access to resources for people who want to learn more by sharing an online classes list, reading list, music marketing encyclopedia for independent entities, as well as business plan tips

Seriously Sikh

Manager (2016-Present)

- Manage website, email, and bookings for sound and event rentals
- Organize communications among team members required to work each project
- Implement design thinking for damage control if and when problems arise throughout events and setup

Treme Coffeehouse

Marketing Director (2016-Present)

- Social media management, customer retention, and brand awareness: added 57% of current following on Facebook, Twitter, and Instagram
- Develop, analyze, maintain website

Horn & Tail

Marketing Director (2017-2018)

- Website upkeep, contact list developer, customer relationship services, social content planning
- Street team management: Unicorn Fukr, KOMPRESSION, CHURCH*, Versed Records, Konfession
- Merchandising and sales coordination

Funk Baby

Brand Ambassador (2012-2015)

- Organize street team to post upwards of 1,000 handbills and 200 fliers a month around Nola at businesses with permission
- Sell merchandise or tickets, give out business cards/stickers, and invite people to engage in social media or visit websites

Gravity A

Intern (2012-2013)

- Manage social media, artist data, and event invitations
- Promote album kickstarter plus coordinate the reception of incentives offered by band to donors for kickstarter
- Sell merchandise at shows
- Post flyers and handbills around New Orleans, send promotions to venues before band tours across country

Loyola University New Orleans

Class of 2016

- Bachelor of Science from College of Music with a major in Music Industry and a minor in Business Administration
- Booked Gravity A to record at Vital Sounds (2012), Site work for Freret St Festival (2016), recorded three stages at Jazz Fest (2016) and The Quickening at Vital Sounds (2016)