Email: charleystrachan@gmail.com Mobile: 0783 192 1646

CHARLEY STRACHAN

MA Music and Management graduate from the University of Leeds, I am an ambitious individual eager to further my career in the music industry. I have developed an interest in marketing whilst working with Iman Lake, Marshall Amplifications and when managing Oxjam Leeds Festival 2017.

QUALIFICATIONS

MA Music and Management	Distinction	2018-19	University of Leeds
• Special commendation for overall academic achievement. • Modules include Live Music Promotion, and Audience Engagement and Impact.			
BA(Hons) Music with Enterprise	2:1	2015-18	University of Leeds
• Modules include Managing Innovation in Business and Music Technology.			
A Levels	A - C in Music, Politics, English Language. AS in Music Technology. Extended Project.	2015	Rugby School
GCSEs	11 A*- B. A in English and Maths.	2013	Rugby School

FURTHER EDUCATION

Music Business summer program at New York University, 2014.
Electronic Music summer program at University of Rochester, 2014.

PROFESSIONAL EXPERIENCE

Student Marketing Consultant for Marshall Live 2019

- Created marketing campaigns, conducting competitor analyses and synthesising data to communicate to senior management.
- Festival accreditation and VIP collections.
- Curated online competitions to increase brand awareness for the festival.

President of Leeds University Union A Cappella Society 2018

- Managed annual budgets and consolidated insights to construct targeted fundraising campaigns.
- Pioneered collaborations to diversify audiences including arranging performances at the Chinese New Year gala in Leeds Town Hall and with sign language translations.

Oxjam Leeds Festival Manager 2017

- Led all customer enquiries including email, telephone and social media.
- Identified marketing initiatives to help execute the fiscal plan for the multi-venue festival.
- Communications included contacting stakeholders to assess festival development.

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EMPLOYMENT HISTORY

Public Relations Intern	April 2020 – Ongoing	Team Iman Lake
Ticketing and Sales Assistant	November 2019 – Ongoing	Ambassador Theatre Group
Catering Supervisor	August 2016 – May 2019	Leeds University Union
Student Ambassador	September 2016 – February 2017	University of Leeds
Catering Assistant	June 2015 – August 2015	Love Coffee

SKILLS

Organisation

- In my current job, I use Citrix and AudienceView software. Between selling tickets and upselling packages on the counter, I also write reports for senior management. This includes analyses of campaign feedback, tracking weekly sales and liaising with different departments on operational tasks. Day-to-day, I engage with customers and update show records.
- Strong organisation skills are evident in my balance of active participation in university life, studies, part time work and music industry experience whilst achieving high academic grades. One example is directing the Songsmiths to place third nationally in the International Championship of Collegiate A Cappella upon beginning consultancy with Marshall Live.

Communication

- I provided a clear photo and video brief to external photographers and videographers for Marshall Live to be used for future marketing. Another example of communications ability includes using Skype, email and one-to-one meetings, collating information through Asana software to share with senior stakeholders.
- As Head of Arts for LUU Women in Leadership Society in 2017, I have developed my communication skills in a variety of situations from improving consumer relations to contacting industry professionals to speak at our events.

Creativity

- I have written copy for websites such as Not So Popular and newsletters including Leys News, tailoring writing styles to efficiently communicate with different demographics.
- In creating marketing campaigns for Oxjam and LUU A Cappella, I have been able to express my own creative vision whilst increasing numbers in social media followers and online engagement. This includes programming and producing Leeds University Union A Cappella's debut, sell-out Edinburgh Fringe Festival show.

Additional Skills

- Proficient in MS Office including Excel and Outlook, Mac OS, Wordpress and Logic Pro X.
- Proficient in AudienceView Live and AudienceView Reporting software.
- Language skills – French (basic), Spanish (basic).

REFERENCES

Available on request