Jessica Katzman

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Education

New York University

Steinhardt School of Culture, Education, and Human Development, December 2018 – Bachelor of Music in Music Business

- Cumulative GPA: 3.88 (Summa Cum Laude, Dean's List)
- Academic Achievement in Music Business Award

Skills

Microsoft Office, Google Suite, Salesforce, Mailchimp, Nielsen Soundscan, Media View, Mediabase, Ticketmaster Analytics, TicketWeb, TweetDeck, Social Media Platforms (Facebook/Twitter/Instagram)

Relevant Experience

Live Nation, *Clubs & Theaters Marketing Coordinator,* February 2019 – Present

- Execute over 50 email marketing campaigns/newsletters and oversee all venue website maintenance across 4 regional venues
- Coordinate show press and media coverage with artist management and publicity teams
- Regularly communicate with press outlets and radio stations to generate event awareness, promotional partnerships, and giveaways
- Process all marketing invoices, assist in completion of advertising plans, and submit guest lists for Clubs & Theaters shows

Live Nation, *Clubs & Theaters Marketing Intern,* May 2018 – February 2019

- Maintained inter-departmental documents for upcoming show announces, calendars, guest lists, and ticket giveaways
- Created digital advertising campaigns through Google Display, Bandsintown, and Ticketmaster

Atlantic Records, *Marketing Intern*, January 2018 – May 2018

- Compiled weekly artist reports for management, including Soundscan, streaming, radio airplay, and Shazam data
- Constructed full-scale marketing plan for developing act, flor, for Marketing Madness project
- Maintained marketing assets such as one sheets, calendars, and department newsletters for label-wide distribution
- Assisted in creating executive recap of Janelle Monáe's "Dirty Computer" release campaign

RCA Records, *Marketing Intern,* September – December 2017

- Retrieved data for, created, and updated artist assets and streaming reports
- Brainstormed marketing tactics, assisted in the setup of artist playback events, and provided overall departmental support

Sony Music Entertainment, *International Marketing Intern,* June – August 2017

- Created weekly RCA reports by tracking singles on worldwide charts and sales/streaming numbers
- Assisted in the planning and booking of various corporate events, including the annual Sony International meetings

Epic Records, *Temporary Marketing Intern,* May - June 2017

- Assisted SVP of Marketing, answering his phone line and preparing weekly artist schedules and chart performances
- Updated artist one sheets and collaborated on new marketing plans for artists such as Fifth Harmony and Transviolet

Columbia Records/Sony Music Entertainment, *Executive Office Intern,* January – August 2017

- Provided administrative support for CEO, including scheduling, creating detailed travel itineraries, and sending artist gifts
- Maintained detailed music library of upcoming releases across all Sony Music labels

New Torch Entertainment, *Artist Management Intern,* May – August 2016

- Conducted marketing research and artist development/branding projects for clients
- Monitored various blogs and press outlets to scout for new signings

Knitting Factory Brooklyn, *Marketing Intern,* May – August 2016

- Created marketing plans for upcoming shows and tracked ticket sales
- Managed venue's social media and TicketWeb accounts and created weekly newsletter
- Researched local bands and corresponded with management for booking inquiries

JAMBOX Entertainment & Reach Out Inc., *Intern,* June - July 2014

- Observed recording sessions with experienced producers and audio engineers
- Maintained schedule of bookings and prepared studios for client use

Additional Experience & Affiliations

The Bowery Ballroom, *Event Staff*, October 2018 – Present

- Check in guests and will call customers, allocate proper credentials, and sell tickets

Live Nation, *Box Office Assistant,* January 2018 – February 2019

- Managed guest list and will-call ticket distribution, distributed passes to attendees at Irving Plaza and Warsaw
- Greeted concert-goers, scanned tickets, and ushered at Gramercy Theatre

NYU Strawberry Festival, *Publicity Chair,* February - May 2017

- Managed all social media accounts for school's annual music & arts festival

Governor's Ball and Boston Calling Music Festivals, February - June 2016

- Assisted box office team and executed promotional operations around NYC

GrammyU, September 2015 - Present

- Attend exclusive panels and networking opportunities, and volunteer at industry events such as MusiCares Person of the Year

NYU Program Board, *Concerts Committee*, September 2015 – December 2018

- Contributed to artist pitch meetings and planning for school-wide concerts
- Provided artist hospitality, sold merchandise, and worked the door at events

Stern & Tisch Entertainment Business Association September. 2015 – December 2018

- Attended weekly workshops and panels featuring companies in the entertainment industry
- Participated in mentorship program with upperclassmen