KACEY ABITZ

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PROFILE

A driven and efficient Marketing graduate with 3 years of professional experience ranging from the digital entertainment industry to retail and customer service. Proven ability to take initiative on projects and balance multiple tasks within deadlines. Self- starter with a passion to learn and succeed.

SKILLS

Accountable	Calendaring, Scheduling	Google and Microsoft Suite	Passionate and Proactive
Adaptable/ Flexible	Collaboration, Team Player	Identify/ Resolve Issues	Positive, Friendly Attitude
Addresses Conflict	Fast Learner	Meet Deadlines	Self- Starter, Self- Motivated
Attention to Detail	Good Judgement	Organized	Strong Communication

EDUCATION

2019 BELMONT UNVIERSITY: MARKETING, MUSIC BUSINESS (DOUBLE MAJOR)

- Graduated in 3.5 years while maintaining Dean's List each semester
- Awarded Cum Laude with a GPA of 3.72

EXPERIENCE

Digital Marketing Assistant // Crowd Surf Nashville (Dec. 2019- March 2020)

- Posting of approved, engaging content, optimized to each platform. Aided the growth of 13,000+ Instagram followers and 11,000+ Tik Tok followers for two clients within three months. Led Instagram takeover of the Grand Ole Opry's account with a client.
- Responsible for creating ideas for content shoots and calendars (copywriting and graphics) leading to execution of pop culture trending content/ memes attaining over 10,000 Instagram likes.

Digital Marketing, Creative Intern // Universal Music Group Nashville (Aug. 2019- Dec. 2019)

- Actively sought ways to contribute. Noticed discrepancies between radio station's population and their social media following. Created and pitched idea to radio and digital teams to help increase radio's reach, and thus UMG artists' reach.
- Proactively researched influencers aligning with artists' brands and contacted them to set up negotiations. Led to negotiations for artist collaborations, as well as album release partnership with Nashville Pedal taverns.

Digital Marketing, Creative Intern // Sandbox Entertainment (Jan 2019- May 2019)

- Proactively created gif of Kacey Musgraves' Grammy win reaction in a timely manner to maintain her momentum.
- Spearheaded updates of artists' profile on company website. Restructured each profile so each had a consistent look, use of company logos, and webpage transitions.

Artist Management Intern // Sandbox Entertainment (Aug. 2018- Dec. 2018)

- Conserved time of managers, manager's assistants, and CEO's assistant by assisting with miscellaneous work. Included researching brands for potential partnerships and tracking mileage between tour destinations to help save artists' expenses
- Organized expense receipts for CEO, managers, and artists to share with the business manager.
- Responsible for reception. Answered phone calls and aided in the shipment/ delivery of products. Retrieved mail to distribute throughout the office. Worked with Apple TV to showcase Sandbox artists in waiting area.

Customer Service, Retail Representative // The Belmont Store (Jan. 2017 – April 2019)

- Gathered items for online customers. Included organizing, packaging and labeling shipments to ensure customers received correct items. Ensured each shipment was sent within the deadline that each customer paid for (overnight delivery, or standard delivery).

EVENT VOLUNTEER

- Artist Wrangler // Country Music Association, CMA Awards (2018)
  - Directed artists to their designated locations between performances.
- Awards Assistant // SESAC, SESAC Awards (2018)
  - Checked in artists and other affiliates. Directed all attendees to their seats.
- Production Assistant // Viacom, CMT Awards After Party (2019)
  - Checked in artists and industry professionals. Directed all attendees to their seats.