TAYLOR DAVIES

MUSIC BUSINESS PROFESSIONAL

EMPLOYMENT HISTORY

Event Director

UArts Radio | 2020 - Present

- Collaborates with all team members to ensure all tasks are being completed in a timely and collaborative fashion
- Direct point person for the Faculty Advisors of the group
- Direct contact and communications lead for the creative talent
- Manages all of the pertinent business responsibilities for events, collaborations, and agreements
- Coordinates all of the marketing and promotion tasks to maximize group and event visibility
- Collaborates within the group to provide the social media team content for scheduling posts

Social Media Coordinator

UArts Radio | 2020 - Present

- Collaborates with event directors, UArts Radio DJs, and uartsradio.com journalists to obtain, post, and promote content on social media
- Direct point person for the marketing and promotion of UArts Radio
- Research the appropriate days and times to post content to optimize audience reach and engagement
- Ensure that all content that is posted on social media is on brand across all media channels

Blog Contributor

UArts Radio | 2020 - Present

- Initiates and curates news coverage relevant to the arts community in the Philadelphia region
- Communicates with the social media coordinators to ensure written content is appropriately promoted
- Ensure consistent messaging and branding for UArts Radio for all content posted on the blog
- Research and execute marketing ideology to maximize audience reach and engagement for the blog

Live Sound Engineer Assistant

University of the Arts | 2019 - Present

- Assists in the assembly and disassembly of band equipment on stage
- Live mixes ensembles, concerts, and events in school venues

Musician (Pianist/Clarinetist)

Taylor Davies Music (Freelance) | 2016 -Present

- Created and provided marketing for my brand
- Handled gig and performance finances
- Negotiated fees
- Communicated with employers for booking

Sales Associate

Mindy's Jewels LLC | 2016 - 2019

- Provided welcoming customer service
- Consistently met sale goals
- Handled transactions
- Organized merchandise

SKILLS

- Proficient in Pro Tools, Sibelius, and Finale
- Proficient in Microsoft Office Suite and Google Suite
- Proficient with Instagram, Facebook, Snapchat, LinkedIn, and Twitter
- Proficient with Mixlr Broadcasting Software
- Familiar with Showbiz Budgeting Software

ACADEMIC PROFILE

University of the Arts

Expected B.S. in Music Business, Entrepreneurship, and Technology
Aug. 2019-May 2022*
GPA - 3.93
*pursuing a 4-year degree in 3 years

- Dean's List
- UArts Radio Director
- Active musician for UArts ensembles

Wallenpaupack Area High School

Graduated Class of 2019

GPA - 4.0
- Academic High Honors
- WVIA Artist of the Week
- Marching Band Section Leader and Principal Clarinetist

CONTACT DETAILS

(570) 780-1644
taylordaviesmusic@gmail.com
124 West College Avenue, State College, PA 16801