Amanda Cooke

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EDUCATION

Stanford University — **Stanford, CA**
B.A. Science, Technology, and Society – Communication and Media — Sept. 2016 – June 2020

PROFESSIONAL EXPERIENCE

Atlantic Records — **Remote**
A&R Consultant — June 2020 – Present
- Works directly under the VP of A&R pitching artists as potential new signings.
- Maintains multiple Excel sheets tracking unsigned artists and their growth in various regions.

UnitedMasters — **Brooklyn, NY**
A&R Intern — June 2019 – Aug. 2019
- Supervised the first round of music submission approvals for NBA social posts which resulted in featured artists seeing about a 50% increase in their streams and social following.
- Identified UnitedMasters' artists for brand partnerships and playlisting opportunities in an effort to build their fan base.
- Communicated with management teams and resolved conflicts relating to the company's distribution technology.

Arista Records — **New York City, NY**
A&R Intern — Sept. 2018 – Dec. 2018
- Compiled and analyzed streaming data for unsigned talent and presented findings at weekly A&R meetings.
- Assisted with the creation of short-term marketing plans for Stephen Puth and UPSAHL.

Krikey — **San Francisco, CA**
Marketing Intern — July 2018 – Sept. 2018
- Assisted with the creation of assets for social media brand campaigns for partnerships with Van Leeuwen Ice Cream and Conservation International.
- Conducted strategic research, collected and analyzed data, and gave recommendations on how Krikey should position themselves in the global augmented reality and gaming market.

Real Industry — **San Francisco, CA**
Program Intern — June 2018 – Aug. 2018
- Operated a "student champion" program where 20 selected students received exclusive mentoring opportunities and merchandise in exchange for helping market Real Industry events on their college campus. This has caused a 30% increase in the amount of students attending each event.

LEADERSHIP EXPERIENCE

Blackfest (Music Festival) — **Stanford, CA**
Co-President — May 2018 – June 2019
- Planned the second largest student-run concert which highlighted Black businesses and artists in the Bay Area.
- Managed a 13-person committee that booked a Grammy nominated artist, developed a social media marketing campaign, and determined the appropriate allocation of the budget ($150,000).
- Provided risk management solutions that led to the concert being free and open to all students and Bay Area residents.

SKILLS & INTERESTS

Skills: MS Office Suite, Project Management, Organization, Time Management, Google Suite, Trello, Dropbox
Interests: Collecting Sneakers, DJing, Sudoku, TV Game Shows