Gabriella Gray

Professional Summary

Fresh USC graduate with a drive for content creation and a deep love for DIY music. Eager to contribute to team success through dedicated work and communication. Multiple years of experience and training in event booking, marketing, publicity, artist communication, and social media.

grayg@usc.edu (949)257-9147 Laguna Niguel, CA www.linkedin.com/in/gabby-gray/

EXPERIENCE

8/2010 - Current
KXSC Radio
KXSC Live Sessions Director
- Created, organized, and hosted weekly live segment where local bands play in the studio and interviewed on air.
- Organized live events and coordinated with local bands to fundraise and increase community engagement.
- Created social media content for socials and website.
- Shifted to hosting podcast and online segments during Covid.

8/2020 - Current
Self-employed
Artist Manager
- Management for up and coming OC-based artist, Chloe Gallardo.
- Assisted in press and content creation for two singles alongside video content.
- Increased artist engagement, and achieved multiple placements in blogs and magazines.
- Currently working on content for an upcoming album.

6/2018 - 5/2019
GRAMMY Recording Academy
Communications Intern
- Created and distributed press releases, media alerts, and press outreach emails.
- Assisted in team meetings and coordination to plan and execute GRAMMY events.
- Assisted in press relations for GRAMMY Camp, Person of the Year, and the GRAMMYs.

6/2018 - 6/2019
Sage's FemFest
Assistant Booking Director
- Worked alongside a student team to organize and promote, a feminist music festival that highlighted female, non-binary, and queer artists.
- Crafted two fundraiser shows in preparation for the festival.
- Handled artist communication, social media promotion, flyer creation, venue booking, ticketing, and assistant production.

EDUCATION

2013 - 2017
Capistrano Valley High School
- High School Diploma
- International Baccaulareate Diploma

2017- 2020
University of Southern California
- BA in Communications
- Minor in Music Industry

TECHNICAL SKILLS

Adobe Acrobat
Social Media Management
Excel, Word, Powerpoint
Playlist Curation ★

ACHIEVEMENTS

2017-2020
Dean's List
Academic Honors

2020
Feature
Trojan Vision interview and feature on my work for KXSC

PERSONAL SKILLS

- Team leader
- Experience in event organization
- Artist communication and creative consulting
- Talent Scouting
- Digital content creation
- Social media literacy
- Dedication to detail

REFERENCES

Michael Garcia / USC Thornton / mkgarcia@usc.edu

Kevin Lyman / Kevin Lyman Group / kslyman@usc.edu

Michael Kaminsky / KMGMT / michael@kmgmt.com