EMMA MACDONALD

• Label Manager • Marketing Specialist • Bespoke, Tailored Approach •

ABOUT ME

A music industry professional with experience marketing over 400 acts a year in concert promotions as well as artist-direct experience as an in-house label manager. Constantly pairing artist authenticity and creativity with data to execute unique marketing plans that reach a global audience.

EDUCATION

2014 • Boston University
BA in Psychology

SKILLS

Content Production Management, Budget Management, Proficiency in Tableau Data Visualization, Microsoft Office and social media platforms

EXPERIENCE

2018-Present **Lauv**
Label Manager
• Manage in-house label operations for independent artist, Lauv, resulting in an increase of 5 billion streams across catalog and 490% increase in master revenue since joining team. Latest campaign highlights include top 20 album debut in 10 territories and #10 most streamed album on Spotify released in 2020
• Organize and effectively communicate with artist, management, distribution and third party promo teams to launch global radio singles and album marketing plans
• Oversee creation and execution of deliverables and assets, including master delivery, music video, ad assets, influencer campaigns and secondary marketing drivers
• Manage both small and multi-million dollar marketing and asset budgets
• Utilize data visualizations to inform and capitalize on trends in consumption and revenue

2015-2018 **Communion Music**
Project Manager & Marketing Manager
• Oversaw consultancy project deliverables for music strategy clients including Kings Theatre, Epic Records and Skullcandy
• Executed tailored marketing plans promoting live shows for over 400 acts a year
• Managed social media accounts with 100k subscriber reach and increased followers by 23% YOY and engagement by 29% YOY

2012-2015 **Bowery Presents Boston & The Sinclair**
Booking and Marketing Intern & Venue Operations
• Managing social media posts, events and info
• Finalized show settlements and ticket counts
• Fostered a safe and welcoming environment for bands and patrons in acclaimed venue

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