MARTINA VERANO

CONTACT INFO

mverano@berklee.edu or martinaverano95@gmail.com
+34 634 865 881 (Spain)
+63 917 800 9324 (Philippines)
@martina-verano

ACADEMIC BACKGROUND

Berklee College of Music, Valencia Campus - September 2019 - December 2020

MASTER OF ARTS IN GLOBAL ENTERTAINMENT AND MUSIC BUSINESS

De La Salle College of Saint Benilde - May 2012 - June 2016

BACHELOR OF ARTS IN ARTS MANAGEMENT

WORK BACKGROUND

A&R - January 2020 - Present

TALA RECORDS, DISRUPCIÓN RECORDS

Launched and conceptualized an imprint under Disrupción Records.
Responsible for talent acquisition and artist development.
Conceptualization of release plans and marketing content

Curators Assistant - May 2018 - July 2019

PINOY PLAYLIST MUSIC FESTIVAL

Part of the team that pioneered the first Pinoy Playlist Music Festival.
Secured 85 acts for the festival on both years
Coordinated with artists and production team
Executed online and media marketing promotions.
Oversee logistics during the festival.

Art Program Officer - April 2019 - July 2019
Art Program Assistant - October 2016 - April 2019

BONIFACIO ART FOUNDATION, INC.

Managed daily operations for the BGC Arts Center, a performing arts venue.
Responsible for marketing, contract negotiation, event logistics and content creation.
Raised artistic booking revenue by 75% from original targeted projections for the second year of operations.
Secured the first five long running theatrical production for the Performing Arts Theater.

Accounts Intern - May 2015 - August 2015

OGILVY ONE, OGILVY & MATHER PHILIPPINES INCORPORATED

Created competitive reports
Managing and organizing the online campaigns for Nestle and Maybelline New York

SEMINARS ATTENDED

Take Charge #BalanceForBetter -March 23, 2019

CNN PHILIPPINES

An invite only women's summit with talks, panel discussions, one on one interviews, and performance, dedicated to women by women across various industries and generations.

SKILLS

Microsoft Office
Tableau Software

Fluent in English and Filipino