SHELBY RUBIN

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EDUCATION

2019 to 2021 — New York University
Masters of Music Business

2015 to 2019 — University of Florida
Bachelor of Science in Telecommunications
Minor in Business Administration

ACADEMIC PROJECTS

Master's Colloquy
Spring 2021

- A paper answering a question of how artificial intelligence may affect the music industry in the future, copyrights, and how society will embrace or reject it
- Allowed for the demonstration of knowledge learned throughout the entire duration of the masters program

PROFESSIONAL EXPERIENCE

Audible Treats
Intern
Jan 2021-Present

- Assisted the publicists with media audits to ensure a more effective pitching strategy
- Researched potential outlets for pitching, as well as the journalists that will be pitched to, in an effort to improve upon the coverage of the event
- Conducted press roundups and press breaks to determine the success of the pitching strategy, as well as where to follow up

Downtown Music publishing
Client Services Temp
May 2020-Nov 2020

- Assisted in building a Salesforce database that held all client information for the company to utilize in all future communications and operations
- Created trend reports for clients who had seen viral or rapid growth due to a synch or social media trend, such as TikTok dances
- Continued to assist answering client inquiries, conducting audits, and updating the copyright team on new releases received

Downtown Publishing
Client Services Intern
Jan 2020-May 2020

- Learned how a large independent music publisher operates
- Assisted answering client inquiries, conducting audits, and ensuring the copyright team had each new release the Client Services department was sent
- Participated in Q&A's that included staff members from each department in the company
- Gained an even deeper understanding about music publishing regulations

Artists & Repertoire Agent
Swamp Records
Aug 2018

- Evaluated the portfolio of artists already signed and searched for a new artist that would create a well rounded group of artists and bands
- Signed a band that turned out to be the most popular on Swamp Record's roster today

Band Manager of the Forum
Swamp Records
Aug 2018-May 2019

- Organized and promoted shows locally, as well as around Florida, to increase overall band following
- Lead the band's public relations, social media marketing, and booking teams

Marketing Specialist
Swamp Records
Apr 2016-Aug 2018

- Created, organized and posted content, on Instagram specifically, to engage the audience and maximize reach
- Brainstormed and carried out various social media campaigns across all platforms with a team of students, including a successful reveal campaign lasting over a month
- Analyzed key social media insights and adjusted strategy accordingly

Promotions Street Team
Pure Noise Records
Jul 2017

- Assisted the promotional team at the Vans Warped Tour by advertising the set times for each of the record label's bands
- Aided the promotions team in advertising and selling the various band's merchandise

SKILLS

- Microsoft Office Suite
  - Word
  - Exel
  - Powerpoint
- Adobe Creative Cloud
  - After Effects
  - Photoshop
  - Illustrator
  - Lightroom
  - Audition
- Radio Softwares and technology
  - Wide Orbit systems
  - Board operations