Alexis Vaganos

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EDUCATION

University of Southern California | Los Angeles, CA (2017 – 2021)
Thornton School of Music
B.S. in Music Industry

PROFESSIONAL EXPERIENCE

Director of Creative Partnerships, Black Box May 2020-Present

- Discussed with the CEO and founder to create this new position at Black Box following my internship, appointed as the leader of an entire Creative Partnerships team
- Build rapport with clients and add long-lasting value to the company by executing creative partnerships with brands, influencers, livestream platforms, media outlets, nonprofit organizations, feature artists, and remixers
- Construct timelines for content release campaigns, with success such as 71,000 newly acquired followers for a developing artist's social reach

Writer, Ones To Watch April 2020-Present

- Trusted by the editing team to vet artists and submit unique article concepts for publication on the blog
- Produce 5-10 editorial pieces every month

Intern, Sony/ATV Music Publishing, A&R Sept-Dec 2019

- Interpreted graphs of song trends for signed songwriters and producers and distributed reports to internal team
- Pitched unsigned artists on a bi-weekly basis

Ambassador, Sofar Sounds May-Dec 2019

- Operated as show lead for all other ambassadors and to ensure gigs ran smoothly, as part of a network with over 600 shows per month across 430 cities
- Consulted with artists to meet their production needs

Intern, Stem Disintermedia, A&R Jan-May 2019

- Strengthened relationships with the DSPs by highlighting which were high priority and early bet releases for their consideration for playlist placement
- Generated opportunities to increase project exposure and revenue for artists

Intern, Live Nation, Marketing Jan-May 2018

- Executed digital marketing plans for all shows at The Wiltern in Los Angeles, CA
- Managed relationships with radio stations and performed radio ticket buys
- Evaluated internal and competitive digital campaign performances to determine each promotion's success and areas of opportunity/growth

LEADERSHIP EXPERIENCE

Founder, Music Industry Mentorship Program Aug 2020-Present

- Founded a program connecting upperclassmen mentors with incoming freshmen and transfer student mentees to help incorporate them into USC's ecosystem, especially during the COVID-19 pandemic

General Member, USC Concerts Committee Sept 2017-Present

- Book annual concerts on campus and special events including panels and fundraisers

Artist Liaison, #iVoted Festival Sept-Nov 2020

- Supervised participating artists from all over the world for the #iVoted Festival, the largest single-day digital concert working to increase voter turnout for the November 3, 2020 presidential election

Brand Partnerships Coordinator, 320 Festival Sept 2019-May 2020

- Collaborated with the Kevin Lyman Group (KLG) and Talinda Bennington, widow of Chester Bennington of Linkin Park, along with the nonprofit organization, *Give an Hour*, to produce a first of its kind mental health benefit virtual event
- Secured performing artists and brand partnerships, coordinated between panelists who are mental health professionals, and illustrated marketing graphics

Singer/Songwriter & Recording Artist Sept 2013-Present

- Compose, record, and perform original songs
- Implement consistent and authentic branding over social media

SKILLS

Music Business Related:

- Chartmetric, Spotify for Artists, Pollstar reporting, ticket counts
- Knowledge of performance contracts, riders, settlement, and offer sheets

Computer Related:

- Logic, GarageBand, iMovie, Microsoft Office, Readymag, Wix, Wordpress, Photoshop, Google Programs