KAYLA KASCHT

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EDUCATION

DePaul University, *Chicago, IL*

MS in Business Management
Graduated March 2021

Lollapalooza University
- Course partnership with C3 Presents and Jeff McClusky & Associates in Summer 2020
- Met with 16 music industry professionals to discuss their role, experience, career advice, and industry trends

BS in Business Management
Minor in Music Business
Graduated June 2020
Magna Cum Laude
Honors Program

RELEVANT COURSES

- Intro to Music Business
- Artist Management
- Music Festival Management
- Legal Issues in the Music Industry
- Project Management
- Management Strategy
- Effective Communication
- Negotiation Skills
- The Orchard Presents: A Student Series

SKILLS

- Microsoft Office
- Google Suite
- Slack
- Airtable
- TweetDeck
- Adobe Photoshop
- Canva

RELEVANT EXPERIENCE

Street Team Member
Fan To Band (Feb 2021 - Present)

- Strategize ways to promote artists and encourage fan engagement through social platforms, including Instagram, Twitter, TikTok, YouTube, and Clubhouse
- Collaborate on teams to execute creative ideas that helps bridge the gap between artists and their fans

Talent & Business Development Intern
WEIV Media Corp. (Jan 2021 - Present)

- Assist with content creation, including the coordination of brand campaigns and promotions
- Pitch ideas at weekly team meetings based on trends
- Track growth and engagement of creators across all social platforms to strategize ways to improve

Artist Hospitality & Venue Operations Intern
Lincoln Hall & Schubas (Jan 2019 - March 2020)

- Served as a liaison between the artist's team, production, and venue management, effectively communicating to ensure all events ran smoothly
- Scheduled social media posts to promote upcoming events and host giveaways, paying attention to detail to make sure all information was accurate
- Communicated with artists about their hospitality requests, tracking all purchasing in order to remain in budget and submit an expense report
- Assist the Production Manager with creation and distribution of production schedules and calendars

Receptionist & Assistant
Weddings 826 (Oct 2018 - May 2019)

- Assisted the owner and managers, completing tasks to lessen their work load and maintain organization
- Answered phones, scheduled and confirmed appointments, assisted walk-in clients, and provided a positive experience to all clients and their guests

Operations & Development Intern
Deeply Rooted Productions (Jan 2018 - May 2018)

- Reorganized office database systems to create a better system for maintaining contacts, schedules, staff and dancer contracts, and overall office organization
- Assisted the grant application process, including gathering required information and informing staff of upcoming deadlines and next steps