REBECCA STRAUSS

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EDUCATION

Emerson College • B.A. Business of Creative Enterprises • Honors Program Boston, MA
- Graduated May 2021

Berklee College of Music • Visiting Student Boston, MA

EXPERIENCE

Fire Tower Entertainment Remote January-April 2021
Talent Management Intern
- Reviewed submissions weekly and curated music for company Spotify playlists
- Researched and contacted emerging social media artists for potential signing or collaborations
- Created and edited graphics and content for client social engagement campaigns

Primary Wave Remote September-December 2020
Streaming & Playlisting Intern
- Researched and analyzed streaming numbers and trends across various DSPs for optimal listener engagement
- Compiled and curated 20+ playlists relevant to artist marketing campaigns
- Pitched songs/artists in PW's catalogue to companies, playlists, etc. for publishing opportunities

Good Morning Emerson Boston, MA January-December 2019
Guest Coordinator
- Recruited and coordinated weekly musical guests for Emerson's morning news show
- Acted as a liaison between guests, crew, and production team
- Served as the first line of communication for artists on set
- Coordinated social media content for Instagram and Facebook

The Berklee Internet Radio Network Boston, MA September-December 2019
Radio Host
- Hosted a weekly radio show at Berklee College of Music
- Managed pre-production and curated playlists for live broadcast
- Oversaw all aspects of programming, such as sound board operation

Billboard New York, NY May-August 2018
Artist Relations Intern
- Managed artist movements onsite at the Hot 100 Music Festival for photo and video content
- Participated in weekly planning meetings for the festival
- Coordinated and managed in-office artist visits and performances
- Oversaw calendars and expenses for the artist relations department

ADDITIONAL EXPERIENCE

The Orpheum Theatre Boston, MA January-December 2019
Usher

SKILLS

Computer: Microsoft Office, Google Drive, Canva
Social media: Facebook, Twitter, Instagram, Snapchat, TikTok, LinkedIn