KATIE LYNN

(864) 982-1610 · Orlando, FL

GET IN TOUCH

LYNNMKATIE@GMAIL.COM
(864) 982 - 1610
LINKEDIN: /KATIELYNN1

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA
ORLANDO, FLORIDA · 2017

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT
Rosen College of Hospitality Management

UNIVERSITY OF SURREY
GUILDFORD, ENGLAND · 2016
Study Abroad Program in Hospitality Management

INTERNATIONAL TEFL ACADEMY
TEFL/TESOL CERTIFICATE · SEP 2019

SKILLS

- Spotify Analytics
- Nielsen Music Connect
- Microsoft Office/G Suite
- Photoshop/Procreate
- Customer Service
- Data Analytics
- Organization
- Time Management
- Adaptability
- Multitasking
- Creative Problem Solving
- Project Management

PROFESSIONAL SUMMARY

Administrative professional with 8 years of experience in the hospitality and entertainment industries. Knowledge of communications in rapidly growing companies with a passion for A&R and music discovery. Excels in detail orientation, organization, and anticipatory service.

PROFESSIONAL EXPERIENCE

GET ENGAGED MEDIA
MUSIC MARKETING ASSOCIATE DIRECTOR · MAY 2021 – CURRENT
MUSIC MARKETING ADMINISTRATOR · MAR 2021 – MAY 2021

- Spearhead proposal creation for 20+ social media music campaigns per week
- Source new creators and influencers for the Get Engaged network
- Oversee progress of 70+ campaigns to ensure deliverables are being met

DOWNTOWN MUSIC PUBLISHING
A&R CREATIVE INTERN · JAN 2021 – MAR 2021

- Research unsigned songwriters and initiate contact for signings
- Develop database of writers/producers to include credits, affiliations, and contact information
- Create reports focused on current charts and trends

INDEPENDENT. / INDIE-POP!
A&R RESEARCH AND ANALYTICS INTERN · JUL 2020 – MAR 2021

- Perform statistical analysis of artists to evaluate their earning power
- Analyze the depreciation of songs across niche genres
- Determine cause of irregular trends in streaming data

JV AGENCY
MUSIC MARKETING AND RESEARCH INTERN · JAN 2020 – JUL 2020

- Booked talent for podcast averaging 100k listeners
- Explored marketing opportunities for artists
- Designed promotional assets using Photoshop

THE INDIGO ROAD
ADMINISTRATIVE ASSISTANT AND EVENT COORDINATOR · MAY 2018 – DEC 2019

- Forecasted sales and maintained budgets
- Pioneered new marketing strategies and conducted weekly
- Increase private event sales