DANA KENNEY

MARKETING & STREAMING MANAGER

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danaleigh23@gmail.com
LinkedIn Profile
New York, NY

Music industry professional with over 5 years of experience, ranging from live events to playlist pitching to traditional label marketing. Specializing in marketing, branding, streaming, DSPs, digital and release strategy. Deep knowledge of all genres, and especially passionate about R&B, soul, pop, hiphop, and indie music.
Check out what I've been listening to lately on **chill grooves goodie bag.**

EDUCATION

Belmont University
Nashville TN
Bachelor of Business Administration (B.B.A.)
Music Business
2013

SKILLS

Attention to detail
Project Management
Data Reporting
Marketing Strategy
Communication
Client Management
Interpersonal Skills
Negotiation
Organization
Budgeting
Digital Advertising
Social Media Strategy
Streaming Analytics
HTML
Photo Editing
Video Editing
Email Marketing
Google Suite
Microsoft Office Suite

EXPERIENCE

Marketing & Streaming Manager
AntiFragile Music, New York, NY / 2019-Present

- Manage innovative marketing strategy for priority releases
- Coordinate with PR, radio, and digital advertising campaigns
- Lead creative direction and content planning with digital ads team
- Guide clients on streaming platform best practices
- Report and interpret streaming data
- Identify trends and new technology and integrate into marketing
- Build strong relationships with artists, management teams and external partners

Pitch Campaign Manager
Streaming Promotions, Nashville, TN / 2017-2019

- Pitched songs to independent Spotify playlists
- Advised clients on streaming strategy and DSP best practices
- Researched new playlists and continually kept database up to date
- Built and nurtured relationships with independent playlist curators

Label Assistant / Events Manager
Muddy Roots Music, Nashville, TN / 2016-2018

- Assisted with office organizational tasks, successfully multi-tasking both events and label objectives
- Managed online retail store and shipping using Shopify
- Production managed two 4-day music festivals with 50-100 artists and 3,000-5,000 attendees each

Production Intern
Word Entertainment (WMG), Nashville, TN / 2013

- Sent purchase orders for physical production
- Entered project data into Oracle system
- Communicated between vendors and project managers
- Assisted with administrative tasks