Stephanie Robinson

254.721.3172 | stephanierobinson7121@gmail.com | officialstefny.com
Austin, TX 78744

Dedicated media professional with 3 years of experience assisting artists, record labels, and radio stations in the music industry. Strong background in effective planning, providing exceptional customer service and building formidable relationships with artists, agents, and music venues.

Experience:

Spaceflight Records **May 2021 – present**
Social Media/A&R Intern *Austin, TX*

- Create, edit, and post to Instagram, promoting artists and helping to gain over 300 new followers.
- Work with Spaceflight artist Slomo Drags to strategize album release, coordinate photo shoots, and create PR opportunities.
- Create Spotify playlists to aid in discovery of Spaceflight artists.
- Compile and update media list for public relations.
- Pitch PR to various outlets on behalf of the label.

Nine Mile Records **May 2021 – present**
Social Media Intern *Austin, TX*

- Promote record label by creating, editing, and posting to Facebook, Twitter, and Instagram to a total of 5,961 followers.
- Assist in selling merchandise at artist shows.

Julie Nolen **April 2021 – present**
Assistant Talent Buyer *Austin, TX*

- Work alongside booking agent to gain knowledge of the characteristics of talent buying.
- Assist in booking for five venues in Austin (Armadillo Den, Rustic Tap, Bungalow, Parlor & Yard, Idle Hands).
- Create promotional graphics for Rustic Tap.
- Assist with creating sponsorship materials for an upcoming project.
- Assist with invoicing and budget spreadsheets.

Housing Opportunities for Musicians and Entertainers **Nov 2020**
Social Media Assistant – HOME Cookin' For The Holidays *Austin, TX*

- Helped grow Facebook following by 213%.
- Utilized Facebook ads to reach almost 5,000 accounts.
- Acted as liaison between HOME board and Lisa Loeb's management team.

Texas Lottery Commission **Sept 2019 – present**
Marketing Specialist II *Austin, TX*

- Initiates, develops, plans, and implements promotional events.
- Maintains complete and accurate scratch ticket reconciliation files and other related documentation.
- Part of 30th Anniversary Celebration committee to plan and implement promotions and celebrations as part of the upcoming Texas Lottery anniversary.

iHeartMedia **Jul 2018 – Dec 2019**
Senior Promotions Assistant *Austin, TX*

- Assisted with daily promotions responsibilities including online contesting, text-to-wins, creating graphics, publishing content, picking and contacting winners, and any other tasks delegated by the Promotions Directors.
- Assisted with artist lounges by communicating with artist and management regarding wants and needs, assisting with live sound, and creating social content during performances.
- Ran various social media accounts across 7 stations and 3 platforms reaching a total of 208,289 followers.
- Shot live video for jocks during regular shifts and remote appearances.
- Represented the brand and local radio stations at 2+ events per week at various events.

Texas State University **Mar 2019**
South by Southwest Student Project *Austin/San Marcos, TX*

- Created 19 pieces of content for website featuring the annual SXSW event.
- Ran @sxtxstate Twitter account during festival.
- Utilized Instagram Stories to cover the festival from my point of view.

Education:

Austin Community College Certificate in Music Business Level 1	Feb 2020 – present
Texas State University M.A. in Mass Communication	Jun 2017 – May 2019
Texas State University B.F.A. in Fine Arts, Theatre	Jan 2009 – Dec 2011

Technical Skills:

- Content Management Systems (WordPress, Drupal, RadioEdit, Wix, Linktree)
- Project Management Tools (Trello, Asana, Slack)
- HTML/CSS (Adobe Dreamweaver, Atom, Sublime)
- Social Media Management (Hootsuite, SocialFlow, Later, Buffer)
- Adobe Suite
- Microsoft Office
- Apple iWork
- Google Suite
- Facebook Ads
- Google Analytics Certified
- YouTube

Additional Skills:

- Effective verbal and written communication
- Problem-solving
- Customer service
- Adaptability
- Leadership
- Time-management
- Organization
- Research
- Critical thinking