Hunter Evans

(513) 479-3365 | hke9@miami.edu | http://www.linkedin.com/in/hunterkevans/ |Portfolio: hunterkevans.com

EDUCATION

University of Miami, Frost School of Music | Coral Gables, FL **Anticipated Graduation:** December 2021
Master of Music in Music Business and Entertainment Industries
Cumulative GPA: 4.0
Certifications: YouTube Music, Asset Monetization, Content Ownership, Programmatic Advertising, Social Media Marketing, Digital Marketing

Ohio University, College of Business | Athens, OH May 2020
Bachelor of Business Administration in Marketing and Business Analytics
Cumulative GPA: 3.88, **Magna Cum Laude**

CONSULTING EXPERIENCE

Global Consulting Program | Wuhan, China May 2018

- Developed and presented three recommendations to executive clients of the largest international steel company
- Employed cross-cultural communication, time management, problem-solving, teamwork, and analytical skills

WORK EXPERIENCE

Vox Media | New York, NY June 2021 - Present
Concert Intern (Programmatic & Concert Revenue)

- Tracks and reports NBCU campaign insights on a daily and weekly basis for large advertising clients
- Sources and pitches prospective publisher partners to onboard onto Concert's premium advertising platform
- Develops and maintains relationships with clients, management, and publisher partners like UPROXX, Slam, etc.
- Updates Comscore statistics, Google Ad Manager reports, viewability, inventory, and revenue of publisher partners

The CW Network (CBS & WarnerMedia) | Los Angeles, CA March 2021 – June 2021
Music Intern (Marketing & Branding)

- Maintained quality of commercial libraries and composed metadata for 15 albums used in sizzle reels and promos
- Researched emerging artists' music and created Spotify playlists for producers to utilize for production of hit shows
- Supported the music marketing and branding efforts of new programming releases for the Upfront and TCA panels
- Managed and organized The CW Network's portfolio of 27 albums and their data on SourceAudio platform used for sync licensing, cue sheets, rights management, and playlists

Studio71 | Los Angeles, CA September 2020 – November 2020
Music Rights & Content Operations Intern

- Optimized YouTube channels and metadata to increase profit by 15% for clients against major labels and publishers
- Delivered sound recordings, music video, and artwork assets to YouTube's CMS through DDEX ingestion to enable artists to monetize videos
- Managed digital assets, copyright claims, and CMS that generated over 7 billion monthly views through creators

LEADERSHIP ACTIVITIES AND MEMBERSHIPS

GrammyU (The Recording Academy) | Coral Gables, FL October 2020 – Present
Member, Florida Chapter

- Engages in conferences and networking with artists and professionals to gain knowledge of the music industry

OHIO Women in Business | Athens, OH September 2018 – May 2020
Director of Data Analytics, Marketing Committee Member, Peer Mentor

- Exceeded semester goals of 20% increased engagement through Qualtrics quantitative survey analysis and Sheets
- Analyzed social media insights, created graphics to promote member content, and wrote social copy for platforms
- Maintained and assisted in the creation of digital newsletters, posts, marketing calendars, and social media platforms

TECHNICAL SKILLS & COMPETENCIES

Skills: R, Python, SQL, Excel, Salesforce, Microsoft Office, Google Suite, Adobe Photoshop, Lightroom, Premiere, Canva, Wordpress, Google Analytics, Google Ad Manager, Mediabase, BDS, SourceAudio, Qualtrics, & Social Media