**NATASHA MAHTANI**
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## EDUCATION

**University of Southern California, Thornton School of Music** – Los Angeles, CA 2015-19
Bachelor of Science in Music Industry

- *Minor*: Culture, Media & Entertainment (Annenberg School of Communication)
- *Relevant Coursework*: Live Music Production & Promotion, Advanced Concert Management, Music Publishing & Licensing, DIY Music Marketing, Music Supervision, Ticketing in Live Music, Strategic Branding and Alliances in Music, Music Law, Artist & Repertoire

## EXPERIENCE

**Third Culture Entertainment,** *Artist Manager* – Mumbai, India Oct 2020-Apr 2021

- Managed Grammy-nominated American Indian rapper 'Raja Kumari'
- Handled artist's day-to-day operations, press appearances, shoots, collaborations, finances, database maintenance, and social media
- Formulated and serviced brand collaborations with brands such as Jägermeister, boAt, and Absolut
- Worked in collaboration with artists to strategize and executive marketing and promotion strategies
- Worked in conjunction with management team in Los Angeles to execute day-to-day operations

**Shark & Ink**, *Content & Marketing Intern* – Mumbai, Maharashtra Aug 2020-Oct 2020

- Assisted artist managers with day-to-day tasks, such as releases of various singles or tour management and coordination
- Worked closely with artists in regard to social media plans, marketing outreach, and gaining interviews and exposure
- Created and implemented social media strategies and outreach plans for new singles and releases
- Composed press releases, artist bios, and various other marketing assets for independent artists

**ie:music,** *Executive Assistant to Artist Manager* – Los Angeles, CA July 2019-March 2020

- Handled manager schedules, studio budgets, meetings, and provided general administrative support
- Worked in studio with artists, forwarded calls, recorded minutes of meetings, updated databases
- Created A&R scout reports on potential clients & implemented marketing roll-outs for current clients

**Universal Music Group,** *Creative/Partnerships & Content Intern* – Los Angeles, CA Jan-April 2019

- Worked in collaboration with music supervisors, sync film/TV departments, music editors, and managers in order to corporate music into films, TV, ads, video games, and other media
- Categorized songs into various playlists and groups for upcoming projects
- Created cue sheets and other music media documentation for upcoming projects

**SB Projects** (Scooter Braun Management Company), *Music Management Intern* – Los Angeles, CA May-Jul 2018

- Assisted artist managers with daily tasks, such as updating social pages, websites, etc.
- Worked with A&R and video/production teams to put together clips and ideas for new artists
- Created & implemented a strategic marketing plan for Dan+Shay on album promotion, tour sponsorships, etc.

**Live Nation Entertainment,** *Media & Sponsorships Intern* **–** Los Angeles, CA Jan-Jul 2018

- Assisted sales staff with management and execution, including on show days
- Worked in conjunction with marketing to compile media packages
- Tracked sponsor and venue media coverage, and performed research studies and presentations for client investments, sponsorship and new client briefs

**Warner/Chappell Music,** *Synch Licensing Intern* **–** Los Angeles, CA Sep-Dec 2017

- Entered a multitude of publisher & master synch/quote requests to S#arp and sent them to be licensed
- Analyzed splits per each song/master, worldwide territory percentages, publisher & master ownership