MAYA D. ABRAMS

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EDUCATION

Master of Arts Candidate: Audio Arts
Syracuse University – Syracuse, NY
GPA: 3.83

Bachelor of Science in Communication: Media Management, 2021 with minors in Music Business, and Music
University of Miami - Coral Gables, FL
GPA: 3.541
Honors & Awards: The Breathe Foundation Award for Excellence Community Service, The Coca-Cola Scholarship, Canes Achievement Award, The University of Miami Coral Grant, The Ron Helf Communications Scholarship
Academic Awards: Deans List: Fall 2017 – Present, Provost's Honor Roll: Spring 2018, Spring 2020, and Fall 2020

WORK HISTORY

CODE Music Group – Digital Marketing Intern
Los Angeles, CA · August 2021 – December 2021
- Coordinated brand partnership outreach for label's featured artist, JuS.
- Developed multi-dimensional marketing plan for Fall 2021 – Spring 2022 rollout season.
- Co-Created electronic press kit for Fall 2021 – Spring 2022 single releases.
- Reorganized fan engagement and promotional contact databases.

ABC Entertainment/The Walt Disney Company – Affiliate Relations & Marketing Intern
New York, NY · May 2021 – August 2021
- Co-Organized ABC Affiliates' participation in Honorary ESPY initiative.
- Conducted research project focusing on digital television networks in US markets.
- Assisted NE/SE Station Relations teams with seasonal presentations for local affiliates.
- Participated in weekly update projects with Affiliate Operations team.

The Jared Group – Intern
Dallas, TX · May 2020 – August 2020
- Interacted with clients and associates on a daily basis.
- Developed and coordinated promotional events via social media.
- Assisted in developing local advertising campaign.
- Managed various social media accounts to maintain brand awareness.

The Artist Plug Music Marketing - Music Marketing Intern
Los Angeles, CA and Dallas, TX · May 2019 – August 2019
- Assisted with digital marketing through company's and client's social media channels for concert and event promoters.
- Aided with content prep for weekly e-blasts and writing press releases.
- Developed campaigns and specific marketing strategies for clients.
- Wrote engaging and successful marketing, advertising, website copy, and social media.

Starbucks Corporation – Student Supervisor
Coral Gables, FL · June 2017 – Present
- Recommends products based on solid understanding of individual customer needs and preferences.
- Customizes training strategies based on individual barista knowledge, experience and strengths.
- Elevates customer loyalty by using strong communication and attentiveness abilities to resolve customer problems.
- Creates over 100 drinks in average shifts with consistently positive customer satisfaction scores.

SKILLS

- Proficient in Microsoft Office and Adobe products, including Photoshop, Illustrator, Word, PowerPoint, Outlook, and Excel
- Expertise with multiple social media platforms, including Facebook, Twitter, Instagram, TikTok, and LinkedIn
- Final Cut Pro
- Salesforce Content Management
- Pro Tools & Reaper DAWs
- Media Marketing
- Press release creation
- BuzzAngle Analytical Database
- Artist Royalties Calculation
- Strategic Communications

ACTIVITIES

- University of Miami Cheerleader
- Clinton Hurricane Relief Foundation Volunteer
- Music Industry Podcast Creator
- Distraction Magazine Music Columnist
- Miami Chapter of the National Association of Black Journalists
- Head of Artist Relations for Live Performance Series
- Music Business Association
- Grammy U Organization Member
- Volunteer Instructor for Gardner Preparatory School
- Media Management Association