Gracie Sands

gracecsands@gmail.com

847.867.2448

WORK SAMPLES

https://gracecsands.wixsite.com/music

EDUCATION

Master of Arts in Global Entertainment and Music Business

Berklee College of Music – Valencia, Spain

Graduated:August 2021

Bachelor of Journalism in Strategic Communication

University of Missouri

Minors: Business & Spanish

Graduated: May 2020

PROFICIENCES

- Writing: press materials, copyrighting, journalistic
- Account Management
- Artist management
- A&R and artist development
- Traditional & digital PR strategy
- Social media strategy
- Music release strategy
- Music Analytics
- Chartmetric
- Tableau
- Mailchimp

PROFESSIONAL EXPERIENCE

PRODUCTION COORDINATOR

SCP |AUGUST 2021-PRESENT

- Assist in managing merchandise accounts for a wide range of artists and independent record labels
- Act as liaison between artist teams and internal art and production departments
- Manage products and e-commerce stores inventory through Limited Run and Shopify

HEAD OF PUBLICITY & PROMOTIONS

DISRUPCIÓN RECORDS | VALENCIA, SPAIN | DEC 2020 – OCT 2021

- Established the publicity and promotions department within Berklee Valencia's student-run record label
- Oversee all publicity campaigns for our diverse roster of emerging artists and secure press coverage including Rolling Stone India and Billboard Japan

MARKETING & CONTENT DIRECTOR

INO CON MUSIC & TECH CONFERENCE | VALENCIA, SPAIN | DEC 2020 – JUNE 2021

-Created branding for a virtual 4-day conference in collaboration with Berklee College of Music
- Built the communication strategy to increase conference attendance and brand awareness
- Managed all social channels and strategically communicated announcements and news surrounding the conference

DIVISION DIRECTOR

CK TALENT MANAGEMENT | DEC 2019 – DEC 2020

- Built the modeling & influencing division from the ground up by forming a talent roster and securing brand partnerships
- Boosted clients' social media engagement through content creation and brand sponsorships
- Worked directly with the managing agent on a daily basis to sign new talent and shape the future of the agency

DIGITAL MARKETING & PUBLICITY INTERN

WELLER MEDIA AGENCY| LONDON,UK | JAN 2019 – MAY 2019

- Gained a greater understanding of working within an agency setting in the music industry
- Created various press materials to secure placements including press releases, press kits, and campaign reports
- Coordinated with both press and artists at live performances

PROMOTIONS COORDINATOR

CUMULUS MEDIA | COLUMBIA, MISSOURI | AUG 2019 – MAY 2020

- Created promotional material such as spots and social media content for local station 102.3 KBXR
- Worked with local venues to book and promote concerts and events sponsored by the station
- Broadcasted promotional material on a weekly on-air segment and interviewed local artists