MAKAYLA SHEEHAN

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experience

Podcast Host // Alternative Music Lyrics Annotated 2018 // Present

- Discover rising artists and orchestrate interviews to reveal the meaning and stories behind their lyrics.
- Produced multiple seasons and over 20 interviews with artists including Laundry Day, Public Library Commute, and Claire Ernst.
- Design lyric based content for social media platforms including Instagram and TikTok with growing podcast fan base to over 1,500 listeners.

Hospitality Consultant // Nashville 2021

- Engaged with Anzie Blue's ownership to test-fit a new table service model.
- Connected with customers, gathered insights, and integrated myself into the Nashville bar ecosystem.
- Developed a new, high-margin fall drink menu that improved customer experience by expanding hard cocktail offerings.

Strategy Intern // Rock & Roll Hall of Fame May 2019 // Aug 2019

- Analyzed over 5,000 survey results and formulated into a presentation delivered to CEO and all department heads to provide insight for recent exhibit.
- Researched alternate survey techniques for the museums very first interactive exhibit and successfully performed an empathetic data research.
- Delivered monthly analytic reports breaking down the visitor data into digestible one page graphics.

VP Marketing // Kingswood Records April 2020 // October 2020

- Oversaw all social media platforms and collaborated with artists to create content.
- Revised social media strategy to redirect touring artist's audience to streaming platforms.

Events Director // High Street Records June 2021 // Present

- Collaborated with local artists and additional clubs on campus to organize the first in-person concert since covid.

education

Miami University // BS in Marketing May 2022

- Double minor in entrepreneurship & emerging technology in business & design
- Studied global marketing and spanish food culture in Barcelona, Spring 2020

skills

Highly proficient in the following: Adobe Suite (Illustrator, Photoshop, Indesign, After Effects), Reaper, Logic, Microsoft Office Suite, Social Networking Sites, Proactivity & Anticipating Needs.