CASSANDRA MUHR

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EDUCATION

West Virginia University, Online Campus
Master of Arts in Music Industry, May 2023
GPA 4.0/4.0

Washington & Jefferson College, Washington, PA
Bachelor of Arts in Music, Communication Arts, May 2021
GPA 3.91/4.0

Senior Capstone for Music: "The Exploitation of Musicians in Early Country Music"
Advisor: Dr. Anoosua Mukherjee

Senior Capstone for Communication Arts: "The Portrayal of Gender Roles in Country Music Videos"
Advisor: Dr. Stevie Berberick

HONORS

Scholar in Music, Spring 2021
Pi Kappa Lambda Music Honorary Society, Spring 2021
Summa Cum Laude, May 2021
Lambda Pi Eta Communication Arts Honorary Society, Spring 2021
Phi Beta Kappa Honorary Society, Spring 2021
Scholar in the Communication Arts, Spring 2021
Frank Family Prize for Leadership in the Communication Arts, Spring 2021
National Society of Leadership and Success, 2018 – 2021
Alpha Lambda Delta Honor Society, 2017 – 2021
Alpha Scholar, 2017 – 2021

EXPERIENCE

Mon Hills Music Group, September 2021 – Present
Assistant Marketing Manager

- Oversee artist marketing teams and work in coordination with artist managers and other staff members to meet marketing needs for both the label and our artists
- Review and assist with electronic press kit creation as needed
- Assist with content creation for social media
- Create new marketing strategies when necessary
- Conduct audience research

Andy Davis, Singer-songwriter, October 2021 – Present
Artist Manager

- Assist with booking and promotion opportunities
- Oversee social media efforts and monitor communications
- Conduct communications for playlisting and media appearances
- Assist with creating and capturing content
- Serve as main point of contact and consultation for artist

Mon Hills Music Group, September 2021 – Present
Radio & Podcasting Manager

- Schedule hosts and create content calendar
- Establish distribution schedule
- Work with artist managers to organize artist interviews
- Upload necessary audio into Radio Jar
- Serve as point of contact for hosts
- Develop content and assist with playlist creation
- Organize and execute promotions efforts with other stations
- Work alongside marketing for promotion
- Co-host episodes as needed

Blame My Roots Music Festival, March 2022 – Present
Intern

- Create posts on various social media platforms with own text, provided images, and discount code to market event and increase sales
- Conduct outreach to local businesses to promote event

Jessica Victoria, Singer-songwriter, February 2021 – March 2021
Marketing and Promotions Intern

- Sent mass emails to fans utilizing Active Campaign
- Created content plans for Facebook and Instagram
- Scheduled social media posts via HootSuite
- Designed graphics, including VIP passes and merchandise mockups

WNJR-FM, W&J College Radio Station, Spring 2018 – Spring 2021
Radio Show Host & Staff Member

- Hosted an original, one-hour weekly radio program ("Kickin' It Country")
- Generated music-related content for on-air use, created show outlines, and chose music selections
- Outlined and presented current events stories and segments on air
- Organized and hosted interviews with musical artists (remote and in-studio)
- Generated content and scheduled posts for Twitter and Facebook advertisement
- Used MegaSeg and iTunes software to build music libraries and schedule automated programming
- Conducted live announcements and news breaks according to hourly broadcast clocks
- Monitored broadcast transmitter readings and Emergency Alert System reports
- Mentored new student broadcasters

PORTFOLIO & PODCAST

https://www.sites.google.com/view/cassandramuhr

https://www.sites.google.com/view/kickinitcountryshow