Sharon Hinojosa

MANAGER

Personal Profile

Dedicated music industry professional with a history of meeting company goals by utilizing consistent and organized practices. Skilled in meeting needs of clients and adapting to new situations and challenges to best enhance the organizational brand.

Skills

Creative & Technical Writing
Digital Rights & YouTube Certified
Account Management
Finance & Customer Support
Project management & Process improvements
Google Drive, Microsoft Office, Asana, Slack
CMS & Metadata Management
Strategic Planning & Time Management
Staff & Operations Management

Contact Details

(909)-573-8612
Shar.hinojosa@gmail.com
Los Angeles, CA

Work Summary

MANAGER | DANCE & ELECTRONIC

CREATE MUSIC GROUP
April 2018 - Present

- Delivers day-to-day artist and label support including but not limited to, release rollouts, coordinating campaigns, and tracking budgets.
- Manages department's business operations, working closely with senior management to develop team KPIs and goals, and monitors internal performance.
- Monitors and supervises priority client's marketing budgets and records all department expenses, reviews department's revenue to identify areas in need of improvement.
- Works closely with the finance team to manage and streamline accounts payable, accounts receivable, royalties, and payroll processes to ensure all clients and vendors are paid on time.
- Oversees daily operations, focusing on efficiency, communication, team collaboration, and internal process improvements.
- Works closely with Distribution Team to deliver releases to all DSPs in a timely manner, with proper pitch notes and assets.
- Coordinates strategic and tactical marketing campaigns to drive engagement and streams. Bringing solid history of success in boosting release streams, conversion rates, and performance. Acquainted in both online and traditional marketing approaches.
- Improved overall structure and organization of the department by building and implementing a functional client onboarding process from start to finish.

PUBLIC RELATIONS INTERN/ASSISTANT

REPHLEKTOR INKORPORATED
April 2017 - Aug. 2018

- Aided two senior publicists with creative writing, research, and database update assignments.
- Monitored ongoing campaign success via methods such as press and tour tracking, and online feedback forums.
- Prepared online press materials for distribution via various media formats, including email and blog post outlets.
- Promoted clients by editing and writing engaging press releases detailing their upcoming appearances and developed product descriptions using the appropriate tone and voice and to positively promote music releases.

OFFICE MANAGER

ORGANIC MEDIA GROUP
Nov. 2017 - May 2018

- Improved and established office management procedures.
- Acted as Executive Assistant to the management team, handled phone system, and served as primary liaison between customers and upper-level management.
- Oversaw office finances by working within AMP software to track sales and client accounts.
- Coordinated and maintained office supplies, organization, and cleanliness.
- Backed up management staff with expert handling of various common and administrative tasks.
- Performed market research to seek out potential clients and tracked all social media statistics

Academic Background

BACHELOR OF SCIENCE IN COMMUNICATIONS & MEDIA