traci schubert

720.588.8209
Denver, CO
designertraci@gmail.com

I LOVE CAKE. BUDWEISER COMMERCIALS MAKE ME CRY. I HAVE AN OBSESSION WITH MUSIC.

Working directly with and supporting artists in the music industry is where I thrive. I have taken skills from my successful corporate career and utilized them to elevate the business practices and overall success of the teams I work with. I have a passion and expertise in building strong relationships, offering discretion and pairing it with a quick-initiative approach to get things done quickly and efficiently. My due diligence and attention to detail ensures things are done right the first time.

experience

TOUR MANAGER // MUSIC INDUSTRY

2015 – Present // Denver, CO and Los Angeles, CA

FRANCISCO MARTIN - Tour Manager (Beautiful Ramblings of a Restless Mind Tour 2021)

PHORA- Tour Manager (Love Yourself Tour 2020); Artist Assistant; Merch Logistics; Stage Design; Production Coordination; Event Producer for With Love II Album Release Events (fan events, pop-ups, under-plays, and album signings)

G-EAZY (The Revels Group) - Asst Tour Manager (The Beautiful & Damned Tour 2018); Artist Assistant; Executive Assistant to Artist Management; Event Producer of The Beautiful & Damned Album Release Events (fan events, pop-ups, under-plays, and album signings)

MARTEEN (Now Mgmt) - Tour Manager; Artist Assistant; Executive Assistant to Artist Management; Music Video Producer; Event Producer of the "8" Album Release Fan Listening Sessions (2019)

- Tour management including venue advancing, staffing, production and settlements.
- Manage and execute artists hospitality needs across many environments (meals, alcohol, activities, and ensure all rider requirements have been met).
- Coordinate and manage extensive team travel arrangements, including international, ground transportation and lodging.
- Direct communication with high level constituents including label reps, press, artist management, business managers, attorneys and booking agents.
- Manage fan engagement opportunities via email and social media, including pop-ups, private events, make-a-wish requests, and tour meet & greet experiences.
- Coordinate guest list and ticket hold counts for all shows, and prioritize lists accordingly.
- Execute A-List Artist Hospitality and VIP experiences with budgets up to $100k by creating trend-setting activations, fan engagement, art direction and operations management.

DIRECTOR OF MARKETING // GRAPHIC DESIGNER

2010 – 2021 // Denver, CO

- Execute design and art direction for print, web, social media and email campaigns to be used across multiple platforms.
- Website design, including UI/UX execution and wireframing
- Creative project ownership with successful client communication and interaction.
- Coordinate print production, negotiate pricing strategies, and pre-press production.

strengths

INTERPERSONAL

Wicked Organization | Quick Problem Solving | Sense of Urgency | Extreme Detail Oriented | Discretion & Privacy | 24/7 Mentality | Professional & Sense of Humor | Logistics Wizard

TECHNICAL

Microsoft Office | Google Docs | Social Media | Basecamp | Hootsuite | Project Management | Adobe Creative Suite | Wordpress | eCommerce | IT Savvy | Problem Solving

CREATIVE

Marketing Activations | Graphic Design | Event Producer | VIP & Fan Experiences | Creative Direction | Merchandising

references

JORDAN LEVINE
Tour Management // Bazzi & G-Eazy
jordan@wastedpotentialpresents.com
(847) 337-4788 Phone

MARTÍN ESTÉVEZ
Artist Manager // Marteen
martín@nowmgmt.com
(323) 245-2822 Phone

JAMES SUPREME
Universal Music // A&R
james@thehighnoteagency.com
(845) 920-6180 Phone

education

Commercial Art & Advertising
Texas State Technical College
Waco, Texas

High School Diploma
Midway High School
Hewitt, Texas