ALEXANDRA LAROCCA

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EDUCATION

UNIVERSITY OF MICHIGAN — **Ann Arbor, MI**

Stephen M. Ross School of Business

Bachelor of Business Administration, May 2023

- Minor, Performing Arts Management and Entrepreneurship
- GPA: 3.87/4.0

EXPERIENCE

MICHIGAN MUSIC BUSINESS CLUB — **Ann Arbor, MI**

2020-Present — **Vice President of Events**

- Conceptualize and execute 10+ educational, social, and professional development events for 80+ members resulting in increased industry knowledge, while building mutually beneficial relationships with established music industry professionals
- Procured talent, planned, & promoted Rave n Raise concert in which Vicetone played for 800+ people at Necto Nightclub for enjoyment of spectators and raised approx. $10,000 for American Cancer Society
- Ideated and accomplished 8+ events to increase awareness of MMBC at University of Michigan, allowing thousands of students across campus to understand music industry and benefit club finances through merchandise sales
- Conceptualized, coordinated, and executed Women's Panel for 80+ members to inspire and empower young women hoping to pursue a career in music industry

AGD ENTERTAINMENT — **Nashville, TN**

2021 — **Project Intern**

- Researched local companies in various industries to establish preferred partner relationships while synthesizing an organizational process of categorizing these preferred partners to improve various areas of artist campaigns
- Collaborated with artist coaches providing professional advice to artists in regards to upcoming tours and marketing campaigns for successful and profitable releases
- Documented crucial information from coaching and strategy sessions, and added personal insight to strategies and campaign ideas to assist artists in career development
- Aided artist coaches in development of marketing campaigns across various social media platforms on Tiktok, Instagram, and Twitter, to enrich and develop artist connections with consumers

MTHEORY LLC — **New York, NY**

2020-2021 — **Associate Analyst**

- Compiled, categorized, and recorded thousands of incoming invoices, general ledger coding, and project classification using QuickBooks to ensure proper financial reporting of expenses
- Procured and maintained vendor contact information and W-9 or W-8BEN documents for timely payment of invoices and complete 1099 annual reporting
- Classified and coded approximately 300 monthly financial expenses from multiple cardholders to reconcile American Express billing statements ensuring proper expense reporting
- Documented and reconciled hundreds of monthly sales invoices for data ingestion
- Downloaded and recorded monthly revenue files for 17 music sales distributors including iTunes, Merlin, Broadband TV, Amazon, SoundExchange, and various international licensors for detailed revenue analysis and royalty reporting within Google's BigQuery Data Warehouse
- Established a standardized system for keeping track of accounts payable processes allowing for departmental knowledge of invoice status

SIGMA KAPPA ALPHA MU CHAPTER — **Ann Arbor, MI**

2020-2021 — **Vice President Panhellenic Delegate**

- Represent Sigma Kappa Alpha Mu as liaison between chapter and Panhellenic community to properly align both parties' goals, rules, and values
- Facilitate weekly meetings with 18+ other chapter leaders to discuss current events and issues within community and how to address and remedy situations accordingly
- Advise 200 chapter members in a weekly email with updates from the Panhellenic community to arrange for all members to attend social responsibility training, sisterhood events, leadership seminars, and diversity, equity, and inclusion training

ADDITIONAL

- Interests include snowboarding, traveling, live music events, reality T.V. shows, and college football
- Proficient in Microsoft Office, G Suite, Quickbooks