LIV CASTRO

PROFILE

Aspiring music industry professional.

CONTACT

Phone: 978 - 844 - 7532
Email: livvcastro@gmail.com
LinkedIn: linkedin.com/in/livcastro

SOFTWARE

Adobe Software (Lightroom, Premiere, Photoshop)
Microsoft Software (Outlook, Powerpoint, Excel, Word)
Google Suite
Wordpress
Mailchimp
Asana
Insightly
Slack
Discord
Canva
Gain

SKILLS

Communication
Teamwork
Organization Skills
Time Management
Creativity

EDUCATION

B.A. Music Business
High Point University | May 2022
Dean's List, Communication Fellow, Presidential Scholar

EXPERIENCE

Bandsintown Community Management Intern
Virtual | January 2022 - April 2022

- Oversaw and executed monthly member spotlight features within the community and on social media
- Compiled weekly analytics to track the growth of the community (47% increase)
- Moderated and engaged with members of the Bandsintown For Artist community

Yep Roc Records Social Media Intern
Virtual | September 2021 - December 2021

- Created and scheduled posts for the label and different artists social media platforms
- Booked ads on social media and tracked ad performance using Facebook Ads Manager
- Created and executed artist marketing campaigns to achieve KPIs via contesting, social promotions, and data capture

ORGANIZATIONS

Fan To Band | Feb 2021- Present

- Collaborate with industry professionals and students for career development workshops and focus groups

Grammy U | Sept 2021 - Present

- Gain knowledge through mentorship in artist management and marketing

INVOLVEMENT

Panhellenic Recruitment & Marketing Assistant
High Point, NC | February 2020 - November 2020

- Strategically created, planned, and coordinated all Instagram content for @hpupanhellenic
- Worked closely with the Panhellenic council to ensure all social media needs were met

Concert Committee Member
High Point, NC | August 2019 - March 2020

- Created and planned Instagram content related to the fall and spring concerts for the student body
- Executed day of show logistics like transport and hospitality

HPU Radio: The Sound
High Point, NC | September 2018 - March 2020

- Hosted a weekly radio show to promote new music and upcoming artists
- Coordinated weekly entertainment and content