LUCIANA GARCIA

Entrepreneurial Artist eager to dive deep into live event production

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EXPERIENCE

MARKETING & PRODUCTION

- **June 2022: Brand Ambassador for AZUKI NFT Week NYC Immersive Experience - Served as a host and promoter at NFT designer AZUKI's week-long live event in New York City. Tasks included managing and greeting guests, facilitating instructions and keeping the energy high in a fast-paced, high budget production.**
- **January 2021 - August 2021:** Social Media Manager for Women's International Music Network - Created and curated content for the organization's Instagram, Facebook and Website.
- **June 2020 - Present:** Social Media Consultant for OB/GYN Andrea Huneeus - Weekly lessons of how to use and optimize Instagram, create and curate branded content.
- **June 2020 - July 2020:** Marketing Consultant at Women X Online School - Ideated marketing plan to encourage enrollment of new students, implemented customer feedback in course structure and created branded social media content.
- **June 2017 - September 2017:** Styling First Assistant to Sara Lavin. Assisted in composing look for models of all ages, organizing clothes, creating invoices and budgets and adapting to client's needs for high-budget, fast paced commercial productions.
- **July 2016 - December 2016:** Styling First Assistant to Claudia Illanes. Assisted in creating client presentations, formulating budgets, composing look for celebrities and models, organizing clothes and fulfilling client's needs for high-budget, fast paced commercial productions

INDEPENDENT ARTIST AND CONTENT HOST

- **June 2019 - present: Solo Artist Project -** Write, record and distribute recordings, live shows and merchandise. Manage a team of producers and virtual assistants and develop artist image and brand. Interact with press for interviews, music reviews and live show reviews.
- **June 2020 - December 2020:** Social Saturday Youtube Podcast. Founder & Host - Interview a guest every Saturday on a topic that can further assist audience in getting through the pandemic. Has interviewed musicians, healers and PR experts. Highlight guests include Rock Bass Player Nicki Tedesco (6K Youtube Subscribers) and Marketing Specialist Lauren Salaun (20K Instagram followers).
- **April 2020 - October 2020:** Bigo LIVE Sponsored Host - Livestream and build audience on Bigo live-streaming application to meet monthly engagement targets.
- **July 2019 - November 2019:** Wrote, co-produced, recorded, formulated and implemented marketing plan for debut album.

OPERATIONS

- **March 2021 - June 2022** Business Development Associate at Canid - Leads customer success, supports site visit sales and handles key operations in SaaS startup Canid.

- **October 2018 - December 2018:** Intern at Tuff Gong Worldwide, Ziggy Marley's independent record label. Composed captions optimizing SEO and posted for Bob Marley's Instagram and website, supported merchandise operations and fan interactions and assisted in video editing process of Ziggy Marley's "Rebellion Rises" music video.

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MORE EXPERIENCE

SESSION VOCALIST

- **August 2020** - Songwriter and Recording Artist for Global ARTS Choir Project
- **July 2020** - Session Vocalist for Music By Show's Cover Single - Recorded Lead Vocals for MBS's cover of "Death By Rock N' Roll"
- **January 2020** - Background vocalist for two music videos for international artist Francisca Valenzuela.
- **November 2019** - Translated lyrics from English to Spanish and recorded lead vocals for Kevin Michaels' song Glass of Wine
- **November 2019** - Recorded lead and background vocals for composer Kevin Michaels.
- **September 2018** - Background vocalist for artist Folake at Artist Development Show. Band earned second place.
- **June 2018** - Background vocalist for Saint Ee-Ha's debut single "The Saint".
- **July 2017** - Live show singer for Music By Show's band.

VOCAL COACH

- **April 2020 - December 2020:** Virtual Vocal Coach. Teaches vocal private lessons online for young adults and adults.
- **October 2019:** Band class assistant. Assisted drum coach Kimberly Salazar in teaching band class to kids aged 7-10.
- **August 2019 - December 2019:** Private instructor for adults. Taught vocal technique, breathe control and song interpretation to adults who sang in Spanish, English and Turkish.

EDUCATION

Musicians Institute College of Contemporary Music
Hollywood, CA - Class of 2021

- Bachelor of Music, Vocal Performance

Savvy Musician Academy
Toronto, ON - Online Course January 2020 to May 2020

- Marketing, branding and fan-base building for the online musician

Berklee College of Music
Boston, MA - Online Course May 2016 to July 2016

- Certificate, Musicality for Jazz Singers

Pantheatre
Paris, France - January 2016

- Corporality of the voice and interpretation

OTHER SKILLS OF INTEREST

SOFTWARE

- Logic Pro X, Sibelius, basic Excel, Notion and Metabase

PRODUCTION

- Event planning, event hosting, project management and music video production.

MARKETING & COPYWRITING

- Online marketing, branding, resume and biography writing.

LANGUAGES

- Fluent English and Spanish, Translating