Laura Hahn

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WORK EXPERIENCE

Insomniac Events — Calabasas, CA 08/2021-10/2022
Customer Experience & Engagement Coordinator
- Monitored official Insomniac brand email inboxes, direct messages, and comment sections in order to address all customer inquiries; answering on average 800-1000 messages each week
- Interacted with fans across 20+ Insomniac social media accounts with a combined following of 3.3 million+ followers by leaving engaging and positive comments to ensure balanced sentiment across channels
- Analyzed sentiment across multiple platforms to help establish strategic communication efforts, while presenting community feedback and escalating pressing issues to stakeholders & department heads
- Established social listening efforts across all brand channels to develop accurate reports on active festival campaign & partnership performances
- Developed and coordinated solutions in real-time during festivals to effectively community manage across multiple social channels and ensure a positive experience for fans at festivals with 50-100K+ attendees

Top Drawer Merch — Los Angeles, CA 01/2020-03/2020
Junior Account Manager
- Managed the day-to-day merchandise operations for Chris Lake, Fisher, K?D, Lane 8, Patrick Ta, Rüfüs du Sol, and Seven Lions
- Handled all customer service inquiries for artist's e-commerce shops and tour sales
- Advanced all merchandise shipments to and from venues for multiple artist tour stops and music festivals
- Collected and submitted invoices for all accounts

Verve/Pollen — Los Angeles, CA 05/2019 - 08/2019
Community Experience Specialist
- Managed relationships with top-selling ambassadors to ensure satisfaction while using the Verve platform
- Actively updated Verve social media accounts with new information for each event, while teaching ambassadors how to use company software to increase their overall sales
- Responded to an average of 400-600 questions per week via email, SMS, and social media channels

Prodigy Artists — Los Angeles, CA 01/2019 - 05/2019
Artist Management Intern
- Worked with day-to-day managers to advance upcoming shows, arrange round-trip travel and lodging accommodations, handle guest list submissions, approve production & hospitality riders with venues/promoters, and confirm appropriate credentials for artists and their touring teams
- Created detailed itineraries with important travel details, hotel and ground transport confirmations, contact information for venue/festival liaisons, and the running order of each show
- Monitored the growth of each artist's online following on all major social media platforms, and kept track of the total number of streams for all new releases on multiple digital streaming services

OWSLA/OWSLA Goods — Los Angeles, CA 03/2017 - 07/2017
Creative Assistant
- Assisted the Creative and Art Director for OWSLA/OWSLA Goods with multiple brand projects
- Helped on-set at multiple photo and video shoots for label artists
- Managed pop-up shops at large scale music festivals including Coachella and FORM Arcosanti
- Scheduled and attended meetings with OWSLA label artists to brainstorm new ideas for merchandise tech-packs and limited edition clothing collaborations

EDUCATION

University of California, Los Angeles - Extension; Los Angeles, CA
Certificate, Music Business (2019); Certificate, Business and Management of Entertainment (2019)

Northern Kentucky University; Highland Heights, KY
Bachelor of Arts (B.A.), Electronic Media and Broadcasting (2016)
Double Minor: Marketing and Popular Culture