SHANNON MERCATANTE

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EDUCATION

Master of Science in International Business — **December 2022**
University of Florida, Warrington College of Business — *Gainesville, FL*

Bachelor of Science in Public Relations — **May 2022**
University of Florida, College of Journalism and Communications — *Gainesville, FL*
Concentration: Ethnomusicology | Minor: Business Administration

American Institute of Foreign Study — **May 2019**
UF Journalism and Communications Study Abroad — *Sydney, Australia*

NYU x Billboard Music Essentials Certification — **April 2021**

WORK EXPERIENCE

TikTok — **Remote | Based in New York, New York**
Global Events Intern | B2B Events — *May 2022 - August 2022*

- Co-led a 50-person full-day event dedicated to creating innovation to connect companies with TikTok creators and provide supportive information for companies to learn how to utilize the platform in marketing strategies.
- Researched 40 agencies to conduct a request-for-proposal process for a TikTok creator-based campaign to support 20 positive engagements with companies and TikTok creator partnerships.
- Supported a six-person team in researching and initial planning of two fall events, including participating in New York Fashion Week, that highlight our sales team efforts with TikTok creators and high-scale fashion brands.

Warner Music Group / ADA — **Remote | Based in New York, New York**
International Marketing Intern — *March 2022 - May 2022*

- Assembled data from platforms such as Open Play, Spotify for Artists, Chart Metrics, Sodatone, and Music Connect to analyze multiple artists' data from 20 countries to understand their international influence.
- Generated organizational documents such as a global calendar, a list of international labels, and a list of neighboring rights organizations to further the development of the company's international endeavors.
- Executed a 20-minute presentation with five interns on utilizing TikTok as a launchpad for artists and monetization, resulting in new ideas for WMG artists.

Swamp Records — **Gainesville, FL**
President — *April 2021 - April 2022*

- Facilitated 11 specialized teams to create opportunities for five signed artists within the booking, streaming, public relations, marketing, content creation, and artist release campaigns.
- Developed five new booking procedures for creating higher-tier, diverse line-ups for our semi-annual showcases to ensure maximum audience exposure for our local acts.
- Created a 12-person Artist Campaigns team dedicated to providing in-depth marketing, social media, and public relations strategies for five emerging artists within Gainesville.

Vice President — *April 2020 - April 2021*

- Assisted the president in managing eight specialized teams to create a virtual showcase on YouTube streaming for nine artists to perform, increasing social media reach by 40%.
- Developed and supervised a live, socially-distanced music event with seven artists and 12 artisan vendors to promote local businesses and artists, increasing the organization's profit by 8%.
- Managed the creation of four brand strategy projects for new releasing music that partnered with two local businesses to increase the reach and audience base for the label's four signed artists by 10%.

ADDITIONAL INFORMATION

- Artist Relations Hangout Music Festival Intern | May 2022
- Rolling Loud Fan Support | December 2021 - March 2022
- Endeavor Excellence Program Top 50 Participant
- On Location Ambassador | October 2021 - Present
- REVERB Lead Volunteer | October 2021, February 2022
- Insomniac Events Ground Control & Headliner Experience Member | May 2021 - Present
- USA Media Rights A&R, Artist Services and Management Intern | January 2021 - June 2021
- Warner Music Group Career Classroom Series Participant | Fall 2020

