Stefanie Flynn

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PROFILE

Witty, vibrant Berklee College of Music graduate with an M.B.A. in Music Business Management. Skilled in marketing, management, & customer service. Passionate about pairing her vigor as a live music fan with her knowledge on artist's rights to craft meaningful experiences for fans and creatives alike.

WORK EXPERIENCE

BonaFide Live (EXIT/IN) | *Digital Marketing Manager* Nashville, TN | **February 2022 - December 2022**

- Executed 2-7 show announces weekly across Instagram, Twitter, & Facebook with follower counts of 32.4k and above
- Budgeted META ads & email newsletter campaigns gaining 17,000+ weekly views
- Designed and ran 5+ ad campaigns weekly for print & web use with Nashville Scene and Do615
- Supported Talent Buyer with day-to-day administrative tasks
- Produced thoughtful merchandise designs increasing venue revenue $500 and upwards weekly

BonaFide Live (EXIT/IN) | *Show Rep & House Staff* Nashville, TN | **September 2021 - December 2022**

- Administered visiting artists by providing riders, supervising box office & security staff, & settling shows via Prism at 500-capacity room as well as at 200-capacity room The End.
- Operated box office through selling tickets & maintaining guest lists
- Generated additional show revenue through acquisition of venue-branded merchandise

Dayglo Ventues | *Marketing Intern* New York, NY | **May 2021 - September 2021**

- Administered marketing support across Brooklyn Bowl venues (NYC, Nashville, Philly, Las Vegas), The Capitol Theatre, & LOCKN' Festival via updating of spreadsheets & creation of marketing guides for future staff
- Researched 100+ 1,000-capacity venues across US markets for future Rock & Roll Playhouse events
- Simplified user experience of FANS livestream platform streamlining customer support emails, creating employee guides, & updating livestream postings across sites like Bandsintown

Cumulus Media | *Promotions Intern* Chicago, IL | **May 2019 - September 2019**

- Spearheaded 2-4 promotional events weekly ranging in 10 - 2,000 attendees
- Maximized brand awareness through sponsorship activations at 15,000 show
- Bolstered brand recognition through thoughtful conversations with listeners at on-site events

EDUCATION

Berklee College of Music | *B.A. Music Business Management* Boston, MA | **September 2018 - December 2021**

- 3.85 GPA, Dean's List
- Berklee World Tour Scholarship Recipient
- BPMI Spring Award 2021
- Fellowship Award Recipient Summer 2021

ADDITIONAL EXPERIENCE

- Women in Music Member **2021- Present**
- Berklee Music Business Club | *Event Coordinator* **2018 - May 2021**
- Berklee Music Business Club | *5-Week Leader* **June 2021 - August 2021**

SKILLS

- Microsoft Office: Word, Excel, PowerPoint, all Mac equivalents
- Adobe Photoshope
- Prism
- Hive