CIARA GRAVES

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MUSIC, MARKETING & MANAGEMENT EXPERIENCE

Thrive Music - Remote July 2021 - Present
Marketing Director / Social Media & Audience Development Strategy

- Directed innovative marketing campaigns for the label and artists with Virgin Music's global teams
- Lead release pitching to DSPs, digital marketing strategies, and analyzed key data in spreadsheets
- Managed product delivery to all DSPs for each release via the distribution tool OpenPlay
- Earned a gold record for global marketing contributions on ACRAZE's worldwide hit "Do It To It"

The Nocturnal Times - Remote January 2019 - Present
Writer & Editor

- Wrote, edited, and published articles while ensuring they were SEO-friendly in order to promote new music releases, emerging artists, and events
- Conducted and transcribed interviews with clients for featured press pieces
- Coordinated press coverage with PR agencies, client management teams, and companies

Hype - Remote October 2020 – March 2021
Freelance Social Media Specialist

- Managed social media platforms and analyzed engagement data for a unique client roster
- Organized and planned detailed monthly social media calendars with clients using Airtable
- Networked with prospective clients to develop Hype's brand identity and expand client roster

Jadū Dala - Philadelphia, PA July 2020 – March 2021
Freelance Social Media Manager & Content Creator

- Managed the record label's Instagram page and assisted with social media campaigns
- Designed exciting graphics and videos to promote new releases on all social media platforms
- Organized partnerships with social media influencers for promotion on Instagram and TikTok

Ultra Music - New York, NY June 2019 - August 2019
International Marketing Intern

- Composed international artist reports to market and record progress of new releases
- Documented additions to playlists on DSPS, media outlets, and global radio airplay for new releases
- Provided customer service to visiting artists and tracked upcoming worldwide tour dates, events, and festivals for the full roster

Dim Mak Records - Los Angeles, CA May 2018 - July 2018
Marketing Intern

- Composed marketing drivers, innovative campaigns, and reports to promote new music releases
- Assisted with social media content and recorded analytics of posts on a daily basis
- Performed administrative duties for the office and customer service for visitors

MEDIA SKILLS

Software: Splice**,** Ableton Live 11 Suite, Serum, FabFilter, Google Workspace, Airtable, Monday, OpenPlay, Spotify for Artists, Chartmetric, UMX, Microsoft Office, Dropbox, Box, WordPress, Mailchimp, Adobe Photoshop
Social Media: Facebook, Twitter, Instagram, TikTok, LinkedIn, YouTube

MUSIC PRODUCTION EDUCATION

Icon Collective College of Music - Los, Angeles, CA October 2020 - June 2021
Online Music Production Program

Elon University - Elon, NC August 2016 - December 2019
BS Music Production and Recording Arts, Minor in Digital Art