Jasmine Lopez

she/her | 415-572-7479| jdlopezalv@gmail.com | LinkedIn: @jdlopezalv | English/Spanish

Academic Background

- New York University, Steinhardt (2021-2023)
  - M.A. Candidate, Music Business
- California State University, Chico (2015-2020)
  - B.S. in Hospitality with an option in Event Management
  - Minor in Spanish Language
- Monterrey Institute of Technology & Higher Education, Campus Querétaro, Qro., Mexico (2017-18)
  - A yearlong study abroad program focused on Spanish language & communication via CSU International Programs.

Professional Highlights

Talent Relations Intern – SiriusXM – New York, NY
February 2023 - present

- Manage the schedules of visiting artists.
- Aid in booking guests on various talk and music channels.
- Greet and manage guest talent during visits to SiriusXM studios.
- Ensure that all appropriate content is collected during guest visits.
- Coordinate schedules and logistics with managers and publicists.
- Maintain legal and archival paperwork for the Talent Relations Department
- Assist the Promotions & Events team with managing sweepstakes and in-house events

Marketing Assistant – Radiate – New York, NY
January 2023 - present

- Strategize Influencer Marketing initiatives
- Pitch social media content for TikTok and Instagram
- Draft copy for social media platforms and in-app announcements
- Create and edit videos for TikTok and Instagram via CapCut

Social Media & Marketing Planner – Bottom of the Hill Live Music Venue – San Francisco, CA
January 2020 - present (remote)

- Organize ticket giveaways & contests via Instagram
- Schedule regular ads & paid promo material via Facebook Business Manager
- Manage venue's social media accounts & make posts for on-sale & announce dates
- Develop marketing plans for upcoming shows & coordinate with agents regarding promotional efforts
- Maintain a log of all marketing efforts via Google Spreadsheets & regularly update the venue's Head Booker on progress
- Shadow the venue's Head of Talent Acquisition to understand booking efforts, such as show advancements, holds, & crafting offers

Marketing & Special Projects Intern – Marauder – New York, NY
September - December 2022 (hybrid)

- Create and update client reports via Fusioo
- Track and organize campaign engagement via Google Analytics
- Conduct research identifying potential client relationships with artists
- Draft press releases and marketing campaigns via Campaign Monitor and Hive

Talent Representative Assistant – The Pedro Giraudo Tango Quartet – Brooklyn, NY
June 2022 - December 2022 (remote)

- Research and contact venues and festivals to initiate booking opportunities and create long-term relationships
- Review and enhance artist's online presence via Wordpress, Spotify for Artistsvideo editing for social media and cold outreach
- Assist with artist branding and marketing initiatives via MailChimp campaigns, EPK development, and social media management

Marketing & Copywriting Intern – HIFI – Brooklyn, NY
January - June 2022 (remote)

- Research, write, and pitch narrative copy for social media about pioneers across music industry history
- Assist with build out of a “panelist CRM” to track potential speakers for HIFI events.
- Support membership team in member research pre & post HIFI events.