DEVIN LUCY SMITH O'LEARY

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OBJECTIVE

I aim to apply my love for music and passion for creative spaces at a dynamic collective, dedicated to supporting artists, developing talent, and curating innovative and alternative ways to drive artist growth.

EMPLOYMENT HISTORY

A&R Executive, August 2022 - current
Liberty Music PR — Los Angeles / London

- Responsible for talent pioneering, artist acquisition, and maintaining consistent stream of artist outreach on behalf of accomplishing target market sales and expanding artist roster for Liberty development.
- Initial point of contact for artists as well as artist liaison post / throughout campaign duration, with bands, solo, emerging, breakthrough acts, as well as primary point of contact for managers, producers, booking agents, etc.
- Coordinate, schedule and execute initial pitch for inbound and outbound artists seeking highly personalized publicity, and artist development world wide,
- Key role in campaign curation, formulating strategic exposure according to artist / genre, and release plan centered around artist caliber, campaign schedule, timeline, and target growth goals
- Developed and maintains artist relations, performing as guide and main reference for overall PR process; understanding artist goals, campaign target outcome, budgeting, timeline, assets gathering, and in curating campaigns with bespoke lenses and specific markets within press, radio, DSP targets, and influencer marketing relations
- Synchronize cross-department communication relaying artist goals, targets, campaign updates, deadlines, and necessary assets within press, radio, playlisting (Spotify, Apple Music, Amazon Music, TIDAL, Deezer, Youtube), and Tik Tok departments, to work cohesively streamlining promotion on behalf of artist exposure and ensuring positive internal communication
- Acted as primary point referral, and representation on behalf of all Los Angeles based operations.

Music Advertising, Social Media Intern, December 2021 - March 2022
EQ Exchange – remote

- Assisted startup company in strategic advertising, and advancing social media presence to promote artist empowerment and NFT ownership on Blockchain
- Oversaw and assisted entire social media remodel, highlighting industry trends and eclectically applied / incorporated them into our approach
- Strategically formed updated social media posting schedule to optimize engagement correlated with user analytics, executing scheduled posts, and promotion of 20 Instagram stories – 4 posts daily
- Generated alternative, strategic digital marketing approaches for new market entry
- Curated (15-20 daily Instagram, YouTube, Discord, Tik Tok) graphics, reels, stories, and promotion for multi-scaled events propelling start-up mission to new audiences, proven to increase social media presence and drive followers
- Increased artist outreach and expanded client base through streamlined communication and clarified reforming of company mission

Music Journal curator and writer of collection.dev, March 2022 - current

Digital Marketing Music Blog – Los Angeles, CA

- Conducted interviews with artists, songwriters, producers, a&r's, managers, label execs, distributors, etc. creating a dialogue unveiling artists creative journey, asking strategic questions regarding personal artist development and discussion centered on the evolution of the industry today
- Highlight the discovery of underground releases, identifying trends, cutting edge music, and artists through a non-genre binding lens, exploring all new styles and movements, with an emphasis on the development of the electronic space.

Project Management Construction Assistant, May 2019 - September 2019

Walter F. Toth Construction – Seattle, Washington

- Oversaw intake for daily alterations on multi-million-dollar projects, ranging from minor to massive project changes; highlight errors within plans and inform Project Manager
- Communicated project plan updates to all parties, engaging directly with architects, designers, sub-contractors, supers, manufacturers, and clients
- Played active role in meetings; recorded detailed meeting minutes regarding subcontractor updates, independent contractor changes,
- Managed information stream and critical communication to designers, CM's, GM's, PM's, PE's, architects, and clients regarding changes within projects
- Daily use of CAD, AutoCAD, Buildertrend

Project Engineering / Design Intern & Administrative Support, May 2018 - September 2018

Smith & Son Construction – Seattle, Washington

- Carried out plan editing and alterations through CAD and BuilderTrend
- Helped liaise communication between clients, designers & landscapers to promote project fluidity
- Executed tasks directed by supers, directors & PM's
- Worked on multiple, advancing projects on different sites throughout employment

Education

Bachelor Of Arts: Business Management, Minor in Construction Management (March 2022)

Washington State University - Pullman, WA

- Member of WSU Honors Society

Corvinus University - Budapest, Hungary

- International Business Management program (August 2021-January 2022)

Strengths ♦ Skills

- Cross-functional communicator and interpersonal liaison
- Confident public speaker and presenter
- Highly organized and detailed oriented planner
- Precise Project Management skills
- Metadata / Database management
- 7+ years experience with Microsoft Office suite / Excel
- Keen ability to scale large organizations and event planning

Affiliations Extras, and awards

- Washington State University Marketing Club

    - Co-Finance Chair
- WSU Fine Arts Club
- WSU Global Learning Program
- WSU Social Justice Peer Educator