Mishele Arciniega

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EDUCATION

Berklee College of Music (Boston, MA) 09/2018 - 05/2022
- Bachelor of Music in Music Business Management
- Dean's List 2018 - 2021

LIVE PRODUCTION EXPERIENCE

Executive Producer | Sueña / The Dream Concert (Berklee College of Music) 09/2021 – 04/2022
- Produce and coordinate the show at the Berklee Performance Center (1800 capacity)
- Collaborate with artists to release, distribute and promote their music prior to the show

Executive Producer | Idolos Latinos Concert (Berklee College of Music) 08/2019- 03/2022
- Created, developed, and produced the entire concert
- Organized auditions, promotion, rehearsals, and venue networking
- Planned logistics, budgeting, and general production for Tony Succar as a visiting artist

RELEVANT EXPERIENCE

Awards Coordinator | The Latin Recording Academy (Santa Monica, California) 06/2022 – Present
- Supervise products and assist with coding and verification of member and label entries to be considered for nominations
- Respond to inquiries in a professional and timely manner, developing excellent customer service and interpersonal skills
- Coordinate the Best New Artist and the Songs categories for the Nominating Review Committee meetings

Artist Manager and A&R | Inédita Records (Mexico, Remote) 09/2020 - Present
- Mentor artists in career development, media, and music release securing deals with The Orchard and Netflix
- Connect rising songwriters and performers to different aspects of the music industry

Marketing and Promotions | The Red Room @ Cafe 939 01/2019 – 04/2022
- Develop promotional material for touring artists (graphic design, social media campaigns, ad campaigns, etc.)
- Hired as venue and live music photographer (Emily Bear, Ingrid Andress, Dotan)

Booking and Touring | Magnus Media Talent Agency (Miami, Florida) 09/2021 – 12/2021
- Worked in updating target lists (publicity, radio, marketing, brands) for artist's future tours as well as information on past performances (Marc Anthony, Jennifer Lopez, Il Volo, Mau y Ricky)
- Created and designed artist pitch presentations for buyers
- Researched festivals and potential venues all over the world for future performances

Producer and Coordinator | Orquesta Sinfónica Juvenil de Guadalajara (Mexico) 06/2015 – 2019
- Assisted the production team for Belanova's Symphonic Concert in Auditorio Telmex (11,000 capacity)
- Co-produced and assisted in the development of various musical productions around Mexico

Event Staff | Plasencia Frey Weddings (Mexico) 03/2016 – 06/2018
- Organized, coordinated, and produced events and shows of all kinds

LEADERSHIP ACTIVITIES

President and Co-Founder | Latin American Association of Berklee Students 03/2020 – 05/2022
- Book and produce networking events with relevant members of the Latin music industry for students (Loud and Live, Silvana Estrada, The Orchard, Warner Music Mexico, etc.)
- Work closely with Berklee's departments to provide opportunities for artist exposure (obtained $15,000+ in funding)

Career Jam Leadership Board | Berklee College of Music 12/2021 – 03/2022
- Liaison for Francisco Granados, VP of Creative and A&R at Sony Music Publishing
- Organized and pitched Berklee artists for Sony Music Publishing's roster

SKILLS

- Administrative: Word, Powerpoint, Excel, and Salesforce
- Social Media and Design: Adobe Photoshop, Lightroom & Adobe Illustrator, Instagram, and Facebook Ad targeting, management