Molly Mashal

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EDUCATION

W. P. Carey School of Business, Arizona State University Graduation Date - May 2024
-Bachelor of Science, *Marketing*
-4.1 GPA

PROFESSIONAL EXPERIENCE

ThisSongIsSick.com, *Remote* April 2022 - Present
Assistant Editor + Social Media Manager
- Receiving and directing hundreds of weekly submissions from labels, artists and managers, and ultimately making decisions on which music is a fit for the website and its Spotify playlists (of over 30k followers)
- Promptly communicating with publicists, label reps and managers to receive embargoed press releases for posts
- Written and published over 350 articles under author and editor, Molly M
- Taking the lead role in developing our voice as a company across all media channels, of approximately 57k followers

Ryan Kelly (RSK Audio), *Tempe, AZ* Jan 2022 - Dec-2022
Website Reconstruction + SEO Optimization
- Completed full website reconstruction and design on Wordpress for rskaudio.com, reimagining the website's image, and giving it a feel that coincides with owner Ryan Kelly's vision
- SEO Optimization utilizing Dreamhost SEO tools

The Wrecks
Official Remixer November 2022
- Commissioned to produce two remixes for The Wrecks, a popular alt-rock band with over 1 million monthly listeners
- Released "Lone Survivor (Molly Otto Remix)" and "Dystopia (Molly Otto Remix)" on The Wrecks - "Sonder (Deluxe)," via Big Noise, accumulating over 100k streams between remixes so far

mau5trap, *Los Angeles, CA* August 2021 - Present
Artist, Molly Otto
- Released "Lonely Light" (2021) and "Sonic" (2023) on widely acclaimed electronic label, founded by ***deadmau5***
- Opened for deadmau5 at *Red Rocks Amphitheater* in 2021 (as special guest in Lamorn's set) to a crowd of 10,000 people, as well as on deadmau5's *We Are Friends Tour* in 2022

Good Boy Daisy*, Phoenix, AZ* May 2015 - May 2020
Lead Guitarist, Social Media Manager
- Actively created and implemented media and marketing tactics/strategies for the band by running several social media profiles
- Endorsed by Ford, Fender, QSC, Sennheiser, Ultimate Ears, SKB, Kemper, and Traveler Guitar
- Opened for acts such as *Wolfmother*, *Alkaline Trio*, and *Authority Zero,* at venues including *Summerfest*, and *NAMM*

AWARDS

deadmau5 & Chris Lake, *Tempe, AZ* July 2021 - Sept 2021
Remixer
- Entered in deadmau5 remix competition hosted by Audius, resulting in first place recognition by deadmau5 himself.
- Placed in top ten remixes of Emanate hosted competition, for remix of Chris Lake's "Turn off the Lights".

Distributive Education Clubs Of America (DECA), *Phoenix, Arizona* August 2019 - May 2019
- Won first place in DECA State Competition for Integrated Marketing Plan-Event (IMCE) for Mo Pop Music Festival.
- Displayed creative copy and compelling story, out-placing entire state's worth of competitors in IMCE section.

School of Rock Allstars Program, USA June 2016 - July 2017
- Selected as one of the top 1% of students internationally in the School of Rock music program for two consecutive years, resulting in a cross-country tour, playing venues such as Lollapalooza and the Rock and Roll Hall of Fame.