Contact

jaywalkentertainmentnyc@gmail.com

www.linkedin.com/in/traceyoreillyjaywalk (LinkedIn)

Top Skills

Relationship building
Problem solving
Artist/Client Relations
Administration

Languages

English

Certifications

Certificate in International Negotiating

Honors-Awards

Wasserman Internship Grant

Tracey O'Reilly

Artist Manager, Jaywalk Entertainment
Bronx, New York, United States

Summary

As an artist manager, I have a broad range of skills and experience related to audience development, A&R, sync pitching, release planning, bookings and tours, marketing, contracts, grant writing, and providing business and creative advice to clients. I am a problem solver, strategic thinker, relationship builder, music lover, and enthusiastic participant in the 2023 Symphonic Women Empowered Program.

Prior to pivoting to the music industry, I spent years in the public service, ending my career at a senior official level. In various government departments I managed budgets, people, projects, and contributed to the development and/or analysis of major policy initiatives. I led a major international program, advised senior and elected officials, and acted as Chief of Staff. My skills are strong, transferable, and directly applicable to working behind the scenes in the music industry where critical thinking and strategy is important.

Experience

Symphonic Distribution Women Empowered Program
Mentee
July 2023 - Present (4 months)
New York, New York, United States

Selected as part of Symphonic's 2023 Women Empowered Program, a mentorship program aimed to further the progress of women throughout the music industry.

Jaywalk Entertainment
Artist Manager
January 2021 - Present (2 years 10 months)
New York City

Jaywalk Entertainment is a boutique artist management firm offering strategic creative and administrative advice to its artist clients. Jaywalk offers artist development, marketing, public relations, live event production, release

planning, grant writing, and audience development. Clients include Troy Weekes Music, Hannah Ray, Autumn Jones, Heatie Ha-Mean and The Turmoil Project, and ThanxAnx.

Downtown Music Services
Coordinator, Business Affairs
July 2022 - April 2023 (10 months)
New York, United States

Zen Express Shipping
Office Manager
August 2021 - March 2023 (1 year 8 months)
Bronx, New York, United States

Manage the office of a company that ships household goods and vehicles to West Africa on a part-time basis. Responsible for record-keeping, applications, customer service, ensuring licenses and compliance with state laws and policies, processing payments, and drafting correspondence.

MONDO.NYC OCTOBER 11-14, 2022
Continuing Legal Education Liaison, Mondo Conference 2022 (music industry conference)
August 2022 - September 2022 (2 months)
New York City Metropolitan Area

New York University
Music Business Graduate Student (Master of Arts)
September 2019 - July 2021 (1 year 11 months)
Manhattan, New York, United States

Earned a Master of Arts in music business

Interested in live music, artist management, and tour management.

Concrete Marketing
Marketing Assistant
February 2021 - May 2021 (4 months)
New York, New York, United States

Delivered remarkable service to the Assistant to the CEO in matters pertaining to sales pitches, research, and client outreach/relations, worked exclusively on the StripJoints Program. Curated and maintained playlists for club DJs.

Raleigh Music Group

Music Production Assistant
February 2020 - February 2021 (1 year 1 month)
New York, New York

- Worked directly with Raleigh Music senior management
- Managing production music software and metadata for Find Foreign Music (new platform for music sync)
- Researching world music and culture
- Reviewed sync deals and drafted associated documents

Government of Alberta
16 years 8 months

Director, Strategy and Policy Coordination
September 2002 - April 2019 (16 years 8 months)
Edmonton, Alberta, Canada

Held various senior roles while in the public service, with my last role being Director of Strategy and Policy Coordination in the Deputy Minister's Office at the Ministry of Environment. My position was key in facilitating major policy items through the cabinet decision-making process, and implementation of those decisions in concert with subject-matter experts within the department. I managed, mentored and coached staff, conducted research and policy analysis, and provided strategic advice to senior bureaucrats and elected officials. I also acted as Chief of Staff to the Deputy Minister on a regular basis.

Managing Director, Alberta Abroad Externship Program*
November 2012 - March 2016 (3 years 5 months)
Ministries of Advanced Education

Provided strategic leadership and oversight to the program, built relationships with key international stakeholders in alignment with Alberta’s international interests and worked with other governments to deliver the program

Education

New York University
Master of Arts - MA, Music Business · (2019 - May 2021)

Carleton University
Certificate in International Negotiating