TATIANA CORONA

MUSIC INDUSTRY PROFESSIONAL

CONTACT

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United States

EDUCATION

BELMONT UNIVERSITY

Bachelor of Business Administration, Music Business

CERTIFICATIONS

GOOGLE

Fundamentals of Digital Marketing

SKILLS

- Social media (TikTok, Instagram, Twitter)
- Detail-oriented
- Problem solving
- Creativity
- Spanish fluency
- Strong communication

SOFTWARE SKILLS

- Hubspot
- Airtable
- Miro
- Trello
- Adobe Suite
- Microsoft 365
- Mailchimp

PROJECTS

MUSIC PUBLISHING 101 LANDING PAGE

MUSIC PUBLISHING IN SPANISH VERTICAL CONTENT

WORK EXPERIENCE

BRAND DIRECTOR

WOMEN IN THE MUSIC INDUSTRY FEB 2023 - PRESENT

- Manage and optimize social media and content schedules to insure maximum productivity
- Oversee and cultivate the company's brand identity and image to insure alignment with company's goals and mission
- Create engaging social media content to boost audience interaction by at least 50% every quarter
- Utilize comprehension of fan engagement to develop impactful digital marketing strategies

CREATIVE & PARTNERSHIPS INTERN

SONGTRUST FALL 2022

- Helped facilitate research and data collection for various cross-team needs including internal client research campaigns, content development, competitive analysis, and content optimization
- Oversaw video pre & post-production tasks such as drafting scripts, reviewing shoot footage, logging time-stamps for short-form video marketing campaigns, and creating original video content for TikTok, Instagram, and YouTube shorts
- Collaborated with key stakeholders on strategic planning for upcoming campaigns including content pillars, video strategy, content development and management
- Provided support to the Marketing team by assisting with additional projects, tasks, or daily responsibilities related to email marketing, persona strategy, social media scheduling, and sales
- Scoped and presented a project campaign that assisted the sales team in leveraging developed content into a gated and lead capture resource
- Collaborated with key stakeholders on building out a Spanish content vertical, including ideating the overall design and auditing content to align resources to campaign goals

SOCIAL MEDIA INTERN

SONG SUFFRAGETTES SPRING 2022

- Handle equipment loading and unloading from the van, and efficiently set up and dismantle the stage set design
- Promote and support merchandise sales through effective advertising
- Prepare the merchandise stand display and offer assistance to fans to ensure smooth and enjoyable purchasing experiences
- Capture content during the show to edit and upload on social media
- Develop compelling and captivating content to entice and encourage followers to engage with the Song Suffragettes' music

INTERN

OH BOY RECORDS SUMMER 2021

- Design graphics and various assets for tours and social media promotion
- Officially announce tour dates for the artist roster via Songkick and Bands In Town
- Promote and encourage fans to purchase vinyl releases of John Prine's historical releases
- Skillfully edit video teasers to ignite excitement among fans for upcoming releases and new artist signings.