Alethea Freidberg

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WORK EXPERIENCE:

lemontank, Remote **February 2024 - Present**

Marketing Consultant

- Deliver innovative and organic social media marketing ideas and strategies to lemontank clients, including major labels and entertainment brands
- Participate and collaborates in a content writer's room with other Gen Z creative professionals from the US, UK, and beyond, brainstorming marketing ideas and activations for lemontank clients

She Is The Music, Los Angeles, CA **June 2021 - June 2023**

She Is U Campus Ambassador (September 2021 - June 2023)

- Collaborated with fellow ambassadors and chapter heads to strategize promotion of She Is The Music on college campuses
- Spearheaded and organized sold-out Femme Fever show in collaboration with USC Women In Music
- Implemented launch of @sheisuofficial on Instagram, involving playlist curation, content creation, and post scheduling
- Coordinated She Is The Music's sponsorship of USC's FemFest in 2023 alongside preparing vendor tables across various campus events, leading to a 50% increase in follower growth for social channels

A&R/Publishing Mentee (June 2021 – July 2021)

- Orchestrated and led a multi-day virtual songwriting camp promoting women's empowerment resulting in 3 demos
- Arranged songwriting sessions and writers rooms by connecting songwriters of various genres together
- Coordinated weekly meetings with my mentor and collaborated with fellow mentees across various divisions

USC Thornton School of Music, Los Angeles, CA **August 2022 - May 2023**

Administrative Student Worker

- Provided administrative support to the USC Thornton School of Music's Music Industry program coordinator
- Aided in drafting and researching for a weekly newsletter on MailChimp sent out to over 350 students in the program
- Assisted in coordinating mentor-mentee pairings respectively for undergraduates and graduates

BMG, Los Angeles, CA **September 2022 - December 2022**

Digital & Global Writer Services Intern

- Assisted with pitching publishing clients' upcoming releases to DSP editorial playlists and managing Spotify Works pages
- Aided Digital Marketing team in evaluating internal social media brand guidelines and presented findings to corporate communications team
- Created Excel databases for 2023 digital marketing tentpole calendar and US and global marketing roster priorities

Big Picture Media, Remote **May 2022 - August 2022**

PR Intern

- Drafted and uploaded new press releases for Big Picture Media artists and clients
- Gathered and clipped new press mentioning BPM clients and researched data for the publicists using Cision
- Aided with tour press alerts on Constant Contact for clients on the BPM roster

Venice, Remote **January 2022 - May 2022**

A&R/Streaming and Digital Marketing Intern

- Supported A&R and Streaming Team with day-to-day tasks, including listening to upcoming Venice releases, streaming logistics, and playlisting
- Handled Instagram feed planning and pitching to TikTok and Triller, alongside updating social media growth data and bi-weekly marketing highlights
- Facilitated content calendars and influencer outreach projects for upcoming releases

840 West, Los Angeles, CA **March 2021 - April 2023**

A&R/Artist Development

- Scouted and pitched new USC artists to join artist roster for USC's first student-run record label
- Contributed to artist development for artists on the roster by strategizing release plans with Marketing team for new releases

EDUCATION:

University of Southern California, Los Angeles, CA **May 2023**

Bachelor of Science, Music Industry, Minor in Culture, Media, and Entertainment

SKILLS:

Softwares: Microsoft Office (Word, Excel, PowerPoint), Adobe Creative Cloud (Photoshop, Lightroom, InDesign), Final Cut Pro X
Web Platforms: Social Media (Instagram, TikTok, Twitter, Facebook, YouTube) Canva, Chartmetric, Pollstar, Disco, Spotify For Artists, Google Suite, MailChimp, Constant Contact, Planoly, Cision
Additional Skills: Artist Relations, Digital Marketing, Copywriting, Accounting & Financial Knowledge, SEO, Website Building