Maya Harrison

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Professional Summary

Guitarist and Vocalist with 7+ years of experience in the music industry, adept in digital marketing and event coordination. Demonstrates a strong proficiency in graphic design, using tools like Adobe Illustrator to create visually compelling content that boosts engagement and marketing effectiveness. Proven track record in launching successful singles and managing impactful marketing campaigns, ready to bring creative and strategic insights to new opportunities.

Education

New York University — New York, NY
Bachelor of Music, Jazz Studies; Minor in Business of Entertainment, Media & Technology — *Sep. 2020-May 2024*
- University Honors Scholar & Founders' Day Award Recipient; Dean's list academic years 20-21, 21-22, 23-24; Cum GPA 3.824
- Studied Abroad NYU Paris Spring 2022
- Graduation Date May 16, 2024

Rio Americano High School — Sacramento, CA
High School Diploma — *Aug. 2019-June 2020*
- Valedictorian; Cum GPA 4.29

Relevant Work Experience

Freelance Musician - *Guitarist, Vocalist, Producer, Booker* — New York, NY — *Jan. 2017-Present*
- Showcased musical talent as a guitarist and vocalist in solo and ensemble performances
- Successfully launched two singles on major streaming platforms
- Highly experienced in booking and marketing for gigs
- Utilized innovative marketing strategies and leveraged social media platforms for effective music promotion
- Performed at renowned venues such as Blue Note Jazz Club and Carnegie Hall in New York, Le Duc des Lombards in Paris, and SXSW Festival in Austin

Sony Hall - *Marketing Intern* — New York, NY — *Jan. 2024-May 2024*
- Managed digital advertising, email marketing campaigns, and 3 social media platforms with a combined audience of 50,000 users
- Generated comprehensive reports on digital ads, social media, and email marketing
- Updated customer data, including email segments and custom audiences
- Collaborated with booking, graphics, operations, box office, street teams, and production teams
- Utilized creative marketing strategies, increasing social media engagement and driving ticket sales

Stream Live - *Music Intern Accelerator* — Remote — *Sep. 2023-Dec. 2024*
- Gained practical insights in running a Stream Space on StreamLive's platform
- Participated in educational workshops
- Mastered digital marketing, social media, and data analysis
- Utilized Adobe Illustrator, Photoshop, Canva to generate creative assets

New York University - *Peer Mentor / Summer Orientation Assistant* — New York, NY — *Aug. 2021-Dec. 2023*
- Played a key role in summer orientation, planning and executing various events, and assisted in student advisement
- Mentored incoming NYU freshmen during the Fall semester by assisting in New Student Seminar, holding office hours, and hosting welcome events
- Crafted promotional content, including videos and social media posts, to boost event visibility and effectively increase student engagement
- Leveraged leadership skills to effectively manage large groups of students

Additional Work Experience

Talea Beer Co - *Brewery/Warehouse Associate / Kitchen Staff* — Brooklyn, NY — *July 2024-Present, June 2023-Aug. 2023*
- Assisted with packing out, palletizing, and wrapping pallets of beer for distribution of an average 17,300 cans per week
- Operated and maintained the canning & kegging equipment to ensure efficient performance and highest quality of packaged beer
- Successfully catered for events ranging from 15-100 attendees, demonstrating strong multitasking skills in a fast-paced environment
- Maintained kitchen and brewery/warehouse cleanliness and inventory and opened/closed the kitchen regularly, indicating responsibility and reliability

La Colombe Coffee Roasters - *Barista* — New York, NY — *July 2022-Aug. 2022*
- Mastered drink preparation according to brand standards
- Leveraged coffee knowledge to educate customers, drive loyalty, and increase coffee and merchandise sales
- Provided excellent customer service and collaborated effectively with coworkers, enhancing team dynamics

Key Skills

Revelant Courses and Training
- ***NYU Steinhardt Music Business Courses***: Business Structure of the Music Industry, Concert Management, Music Contracts & Dealmaking
- ***NYU Stern Courses***: Entertainment & Media Industries, Economics of Media & Entertainment, Social Media & Digital Marketing
- ***Other***: Design I for Non-Majors, Advanced College Essay, NYU Steinhardt Leadership Training 2021, 22, 23

Skills
- ***Graphic Design & Video Editing***: Confident using Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premier), Canva and Capcut for creative content development
- ***Analytics***: Experience using Excel and Google Sheets to analyze complex data sets and reach data-driven solutions
- ***Digital Marketing***: Adept at managing Social Media platforms (Instagram, TikTok, Twitter, Facebook, etc.), email marketing, & digital ad campaigns
- ***Project Management***: Experienced in working cross-functionally and fostering team collaboration with Zoom, Asana, Slack, & Google Meet
- ***Concert & Event Booking***: Experience planning, booking, marketing, and drawing an audience for concerts and other events
- ***Music Software***: High skill levels using music production and notation software such as Pro Tools, Garageband, Sibelius, Finale, MuseScore & more
- ***Other***: Writing and Communication, Punctuality, Multitasking, Adaptability, Problem solving, Leadership, Attention to detail