Kate Greeley

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EDUCATION

University of California, Los Angeles – *B.S. Music Industry, Class of 2025*
3.8 GPA; Music History and Industry Major, English Minor; member of Chi Omega Gamma Beta Chapter

WORK EXPERIENCE

Island Records, NY — *A&R Intern* June 2024-September 2024

- Sat in on company-wide marketing meetings and A&R team meetings weekly
- Worked on an artist development project for artist Keshi alongside fellow interns
- Discovered and researched new artists that were sent out weekly to the entire A&R team
- Coordinated with A&R assistants to create and update weekly sheets tracking Billboard charts, Spotify playlists, show dates across Nashville, NYC, and LA, and Fresh Finds new artists.
- Assisted with counting, packaging, and sorting promotional material for Sabrina Carpenter's country-wide album release

Spinefarm Records UMG (via Magnit VMS), LA — *Freelance Social Media Specialist* Oct 2022 – June 2024

- Freelance social media specialist hired by SpineFarm Records at Universal Music Group to coordinate social media posts with artists, their management teams and label executives.
- Analyze social media analytics and organize social media campaigns for new emerging artists at the label
- Keep track of artist's social media presence and directly communicate with them to help them engage on various platforms
- Assisting press/music video shoots.

Camp Scatico, Elizaville, NY — *Head of Music and Media* June 2022 – August 2022

- Designed, oversaw and taught the camp's Music & Media Program
- Managed staff of 3 counselors; created and organized daily music classes for campers ages 7-16
- Planned and oversaw special projects for all age groups; created a 'film festival' to showcase music and media projects

Kiwi and Fig, Brooklyn, NY — *Sales Associate* Sept 2020 – June 2021

- Organized merchandise at independently owned men and women's clothing boutiques
- Managed social media accounts; oversaw content creation, including graphics and product photos
- Communicated with vendors regarding merchandise orders; coordinated with coworkers to plan out/purchase inventory
- Used Light Speed to input new inventory and make sales

LEADERSHIP AND ACTIVITIES

Active Minds at UCLA – *Director of Events Committee* Sept 2021 – Present

- Plan, promote and execute on-campus events to spread awareness around mental health as Co-Director of Events Committee
- Coordinated with leaders in the BIPOC UCLA graduate community to host a panel about imposter syndrome
- Organize and spearhead educational workshops with fellow committee members
- Use marketing strategies to promote events; proficient in using Canva software and communicating with members via Slack
- Collaborated with We're Not Really Strangers founder and COO for a mental health event

UCLA Travel Study – *Florence, Italy* June 2023 - July 2023

- Accepted to UCLA English department summer abroad program titled "American Artists and Writers Abroad"; lived and studied for four weeks in Florence, Italy

SLAM at UCLA – *Club Member/Vocal Tutor* Sept 2021 – June 2022

- Collaborated with fellow musicians at several club sponsored events/performances
- Conducted vocal lessons for fellow UCLA students using classic vocal training to help expand vocal range, form vowels in singing, and learn how to properly use/care for their voices.

SKILLS

Light Speed; Slack; Canva; iMovie; Garageband; Social media tools (Instagram, Snapchat, Facebook, Twitter, Tik Tok & Capcut); Shopify; MS Office (Word, Excel and PowerPoint)