Jaeya Bayani

Multi-Talented Creative Bridging West Coast Funk, Hip-Hop,
and Filipino-American Culture with Pre-Law + the Music Industry

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EDUCATION

Columbia College Chicago (**CCC**) — Chicago, IL

- ➢ Music Business: Recorded Music and Publishing (BA) + Pre-Law and Hip-Hop Studies

GPA: 4.0 (*summa cum laude*)

Awards: Dean's List | Honors Program | Scholar Award | Dean's Scholarship Award | Faculty Recognition Award | 2024 Parker Lee Williams Award for Hip-Hop Excellence

Notable Courses (transcript avail.): Music Publishing, Law for Creative Industries, Music Industry Deals, Managing & Licensing IP, AEMMP Record Label: Practicum, Events Mgmt.: Practicum (Fresh Connect), SXSW Artist Mgmt. Practicum (artist client), Digital Media Strategies, Hip-Hop & Street Dance Technique III, Marketing Data Analytics, Hip-Hop Symposium, Marketing & Branding Yourself, Negotiation Skills, Record Label Operations, Postcolonial Literature Honors, Hip-Hop: A Sonic History, Equality & Justice

SKILLS

➢ **Music Distribution, Music Publishing;** ➢ **Pre-Law, Hip-Hop Studies;** ➢ **Operations Assistance/Direction;** ➢ **Artist/Project Mgmt. + Promotion**	➢ **Adaptable Multitasker, Intentional;** ➢ **Consistent Quality, Versatile + Reliable** ➢ **Strong Interpersonal Skills, Punctual;** ➢ **'No Task Too Big/Too Small' Mindset** ➢ **Team Player/Community-oriented**

Publishing Admin Intern — *Thizzler On The Roof, Oakland, CA* *Jul 2024–Now*

- ➢ Ensure artist rights protection by registering them with Performance Rights Organizations (PROs), e.g., ASCAP and BMI, applying a solid grasp of music publishing and copyright laws.
- ➢ Maintain quality assurance standards by reviewing audio and cover art for albums and singles (3/week) on the Thizzler dashboard, using strong organization and attention to detail.
- ➢ Streamline royalty collection by executing metadata registration for Thizzler's catalog with non-profit organizations and rights management platforms, i.e., Harry Fox Agency, SoundExchange, The MLC, ASCAP/BMI, and Music Reports.
- ➢ Collaborate and communicate ad hoc with Thizzler's stakeholders and legal team, to gather critical registration details, resolve inquiries, and provide timely updates.
- ➢ Participate in researching, creating, and developing process improvements to refine publishing administration tasks and workflows.

Content Writing Intern — *Brownthought Academy, San Francisco, CA* *Jul 2024–Now*

- ➢ Built out and processed approvals for Balay Kreative, Kapwa Gardens, and UNDSCVRD newsletter campaigns, updating up to 2.5K recipients with upcoming local events, Cultural Kultivators episodes, + other community highlights from August to November.
- ➢ Crafted and managed 15+ SEO-optimized blogs, artist profiles, blog content, and interviews across Balay Kreative, Kapwa Gardens (Yum Yams), UNDSCVRD, and Kultivate Labs, highlighting intersections between Fil-Am cultural narratives, events, arts, and entrepreneurship.
- ➢ Conducted interviews, researched/drafted interview questions, transcribed content, and built out in-depth profiles and show notes for Balay Kreative's Kreative Growth program and Cultural

Kultivators podcast | (Guests: Gelaine Santiago, Dr. Robyn Rodriguez, Desi Danganan, Sondy Lucille, Joe Bataan, Sapphire Sondalo).

- ➢ Collaborated with cohort mentor and program managers across Kultivate Labs to ensure brand voice is consistent and batched for web and email copy.
- ➢ Analyzed newsletter performance metrics weekly on both Flodesk and Mailchimp, using tools like multivariate testing to optimize content strategy and improve audience reach.

Operations Assistant *— The Luna Company, San Francisco, CA* *Jun 2020–Now*

- ➢ Organize file/data storage systems, CRM databases, music distribution metadata information, email/social accounts, and company/individual calendars to maintain enhanced team productivity.
- ➢ Delegate tasks, prep updates, create industry-standard templates, and track all communications with clients, partners, and team members via Google Workspace, Slack, HubSpot, and Asana.
- ➢ Input music release metadata for albums/singles/EPs via The Orchard music distribution platform.
- ➢ Created empowering music release emails and social media posts with promotional assets for artists to use from Spotify for Artists and Apple Music Tools.
- ➢ Provided remote and in-person support for music events: SXSW 2022; Pre-GRAMMY MYXTape by MYX Global 2022; Philippines Independence Day Festival 2022; API Stage at SF Pride 2022; Pre-GRAMMY 2023 AAPI Industry Mixer.

Production Assistant *— Quilt Magazine, San Francisco, CA* *Sep 2024–Nov 2024*

- ➢ Assisted with set-up/breakdown of equipment, client request intake, and troubleshooting run of show to ensure client, performers, and guests enjoy a smooth event experience.
- ➢ Helped with performer/activation mgmt., comms., load-in/load-out | (Talent: SOMA Pilipinas Jeepney, Treysikal, Kulintang Dialect, Peaboo and the Catz, Renegade Opera, etc.).
- ➢ Coordinated talent booking of Hip-Hop and Funk dancers across for the September Unstaged event outside activation.

Student A&R Intern *— Musicbed/Music Pub. Practicum SXSW, Chicago, IL* *Jan 2024–May 2024*

- ➢ Met as a class with Musicbed VP, Nic Carfa, for informational interviews on the history of Musicbed, insight on 2024 sync trends, and perspective on how to pursue a career in sync.
- ➢ Conducted/reported on independent research regarding current sync trends, utilizing TV and licensing company website catalogs to confirm alignment.
- ➢ Scouted, contacted, saw live, and pitched 5 genre-diverse AAPI artists at SXSW with sync potential to Musicbed.
- ➢ Pitched instrumental/vocal tracks from MB Music Library aligning with sync brief/request intake.

ACTIVITIES

Memberships/Volunteering: Asian Student Organization | The NSLS | GRAMMY U (Ambassador) | UNLEASHED Gala Student Volunteer | Fresh Connect '22 Talent Team Curator/Liaison | The B-Series (speaker, performer, participant, student volunteer committee) | ManiFresh Student Volunteer Committee
Performances: SXSW | Uncommon Ground | WHIM Chicago | Brudder's Sport's Bar | SJSU | UNDSCVRD SF | Pistahan Parade & Festival | ManiFresh | A^2 | La Poderosa | B-Series
Certifications: 20+ from LinkedIn, Hubspot, Brandwatch, and Slack (see LinkedIn)
Notable Works: BAYANI EP | "Soaring" | "Shy" | "Black & Filipinx Solidarity: History & Hip-Hop Culture" (presented at 2024 Show & Prove Conference by Dr. Imani Kai Johnson) | Electric Minds Crew | Kapwa Chicago Vol. I | Movement, Body, & Soul (Co-Podcast Host)
Notable Appearances/Collaborations: "Library Party" by Bre5lin ft. Grabba | The Limelight Chi Podcast (Artist Profile) | "No Room For Love" (BAYANI EP) | “Witchy Woo” by Bre5lin ft. Jaeya