Keisha-Tara Watkin

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Music industry professional with a proven track record of executing successful publicity and marketing campaigns across diverse media platforms. Experienced in building and maintaining relationships with media outlets, influencers, DSPs, and stakeholders. Experienced with the K-POP and J-POP music industry development within the United States. Skilled in project management across multiple clients in different campaigns.

Key Skills

- **Language:** Conversational Japanese | Skilled in written Japanese |
- **Technical:** Microsoft Office | Adobe Creative Suite | Mail Chimp | Cision | Google Analytics | Canva | G-Suite | SEO | Chartmetric | Hootsuite | Constant Contact | Muckrack
- **Social Media:** Twitter | Instagram | TikTok | Pinterest | Facebook | LinkedIn

Experience

Platform PR, Los Angeles, CA **May 2024 - Present**
Publicity Director

- Executed and project-managed national media campaigns for developing and established artists such as WILDBERRY, BE:FIRST, Awich, and more.
- Assisted in national media campaigns including tour campaigns for artists such as Kiss Of Life, ATEEZ, Woosung, Jay Park, and Asher Angel.
- Managed and maintained relationships with major print, online, and television press partners such as Condé Nast, Hearst, Penske Media Corporation, Dick Clark Productions, and more.
- Wrote, edited, and distributed press releases to national and local media outlets for maximum coverage.
- Secured press with major media partners such as Rolling Stone, Alternative Press, On The Radar, Billboard, Pitchfork, and more.

Self-Employed, Los Angeles, CA **June 2023 - Present**
Day To Day Artist Manager

- Acted as a primary point of contact for assigned artists, acting as a liaison between artists, agents, and multiple teams to ensure artist accessibility.
- Developed and executed long-term career strategies and overall artist brand development, including an artist rebrand.
- Built and developed a digital marketing strategy such as a social media content calendar and paid media campaigns for artists to help ensure maximum reach for artist brand development and ensure constant engagement with relevant audiences across all social media platforms.
- Built and developed relationships with partners at multiple DSPs such as Too Lost, Spotify, Amazon Music, and more.
- Assisted with planning and implementation of artist campaigns for EP and single releases such as JHIN's "Blue Butterflies" and "Airplanes", resulting in a 1 million increase in monthly listeners on Spotify (+3,000%) and 5.2 million increase in YouTube views (+10,000%) in the first three months (August to November).

Capitol Records, Los Angeles, CA **January 2023 - March 2024**
Publicity Manager

- Executed and project-managed national media campaigns for developing and established artists such as Leon Thomas' *Electric Dusk*, Lola Young's *My Mind Wanders and Sometimes Leaves Completely*, Travis Japan's *Road To A*, and more.
- Managed and maintained relationships with major print, online, and television press partners such as Condé Nast, Hearst, Penske Media Corporation, Dick Clark Productions, and more.
- Wrote, edited, and distributed press releases to national and local media outlets for maximum coverage.
- Secured press with major media partners such as Rolling Stone, Alternative Press, On The Radar, Billboard, Pitchfork, and more.
- Worked with international labels such as UMG Japan, UMG Poland, UMG Denmark, Island UK, and more through ICLA signings to help grow artists in the US media space.

KOHAI, Los Angeles, CA **March 2022 - December 2023**

Marketing Street Team Member

- Supported several international acts such as CIX, G-SOUL, DPR Live, Yerin Baek, Wave to Earth, etc. to ensure a safe environment for artists and staff.
- Served as a liaison between the company, venue staff, and fans to create a smooth and enjoyable concert experience.
- Pitched and executed artist strategy campaigns to ensure the maximum amount of fan engagement and turnout to shows.

Self-Employed, New York, NY **June 2021 - December 2022**

Publicist

- Maintained a client list of musicians such as UPTOWN BOYBAND, RIKA, Jinsol Woo, Hanuel, etc.
- Pitched to national, regional, and local media for artists to secure quality coverage in the digital media space.
- Identified and secured business opportunities with brands by offering partnerships through strategic solutions such as G-SOUL x OHTNYC.

°1824, Universal Music Group, New York, NY **February 2021 - September 2022**

Public Relations/Social Media + Brand Partnership Representative

- Identified, prioritized, and secured business opportunities by seeking partnerships with various brands and offering strategic solutions.
- Project managed and supported several PR, brand partnerships, and digital campaigns with artists such as Sofia Carson, Halsey's *If I Can't Have Love, I Want Power*, Lil Yachty's Pizzeria, Boba Guys x NCT 127 for *Sticker* and more.
- Pitched to national, regional, and local media for artists to secure quality coverage in the digital media space.
- Acted as a liaison between artists, management, agents, and staff at the corresponding record labels.
- Pitched and project-managed multiple activation campaigns such as TWICE's "Between 1&2" campaign, KAJO's "Cold Places" campaign, NCT 127's "Speedway" and more.
- Served as the admin of the °1824 Twitter account, which had a 190% engagement rate growth and a 93% growth in followers since onboarding.

Def Jam Recordings, New York, NY **June 2022 - August 2022**

Marketing Intern

- Created and updated weekly artist one-sheets and timelines to be distributed within the company and to external partners.
- Pulled and analyzed data and rends as needed using platforms that include, but are not limited to, ChartMetric, Spotify for Artists, and Apple Music for Artists.
- Supported campaign managers and coordinators with all aspects of marketing campaigns across Def Jam and 4th and Broadway releases.
- Assisted in the creation, development, and execution of marketing plans by participating in meetings and communicating company-wide.

E2PR Strategic Communications, New York, NY **October 2020 - February 2021**

Public Relations Intern

- Drafted press kit materials including new releases, media alerts, and pitch letters for artists such as Natural Mystery Museum, Lisa Remar, G(I)-DLE, and more.
- Established relationships with new and existing editors, reporters, producers, and bloggers to build media coverage.
- Identified and secured business opportunities with brands by offering partnerships through strategic solutions.

DevaCurl, New York, NY **May 2019 - August 2020**

Digital Influencer Marketing Intern

- Assisted in outreach and negotiated potential brand campaigns leveraged across multiple social channels while building and establishing strong relationships with micro-influencers and their representatives.
- Utilized Google Analytics to help analyze and create reports on deployed campaigns.
- Assisted in brainstorming and crafting digital marketing campaigns for DevaCurl's B2B and B2C business practices.
- Contributed to multi-channel collaborations, including assisting in copywriting, executing paid social ads, developing blog content, and more.

Universal Attractions Agency, New York, NY **October 2019 - May 2020**
Booking Intern

- Supported Senior Partners by managing correspondence and preparing marketing materials.
- Maintained client files and conducted background research for the agency
- Handling client communication via phone and email.
- Participated in classes to help develop education in the booking agency world.

Education

Bachelor of Arts in Advertising/Public Relations; Bachelor of Arts in Asian Studies
CUNY City College of New York, New York, NY
Bachelor of Arts in Journalism; Asian Studies minor
SUNY Purchase College, Purchase, NY
Japanese, Study Abroad
Akita International University, Akita, Japan