Naomi Hyman

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Work Experience

MAY 2024-PRESENT
Naomi Hyman Digital | Los Angeles, CA
Freelance Digital Marketing & Social Media Manager

- Grew official fan account from zero to 17k followers in 4 months for Atarashii Gakko on Instagram (@seishun_leaders).
- Create content calendars and digital strategy for album rollouts, select TikTok timestamps, run artist social accounts and fan pages, and create fan sentiment and engagement reports.
- Leverage data analytics and trends to provide tailored strategy recommendations for each artist and company.
- Digital strategy for artists including Raveena, Fana Hues, NIKI, Atarashii Gakko, Devin Kennedy, and Kimbemike.

FEBRUARY 2024-MAY 2024
AEG Presents | Los Angeles, CA - *Account Executive, Music Festival Partnership Activation*

- Worked with brands such as Aperol, Pinterest, and Corona to execute on-site activations at Coachella.
- Wrote and edited copy, collaborating with photographers and videographers to create social media, email, and website content.

JANUARY 2022 - FEBRUARY 2024
Warner Records | Los Angeles, CA - *Digital Marketing Coordinator*

- Managed and wrote copy for all @WarnerRecords social media accounts. There was a 10.5% increase in total followers and a 48.8% increase in total engagement on Instagram during my tenure.
- Created comprehensive digital marketing strategy campaigns and timelines for album and single rollouts for frontline and legacy artists. These included social strategy, CRM & SMS marketing, influencer strategy, web builds, advertising and paid media campaigns, Web3 strategy, and super-fan community engagement on Discord and Reddit.
- Compiled weekly artist and label email newsletters with the email marketing team for new releases, tour dates, artist updates, and more.
- Contributed to Grammy-nominated records, including Benson Boone's "Beautiful Things", Teddy Swims' "Lose Control", Dua Lipa's "Dance the Night", and Green Day's *Saviors*.
- Conceptualized the virtual cantina for the Red Hot Chili Peppers' *Return of the Dream Canteen* album release and the tarot card website for Rett Madison's debut album, *One For Jackie*.

APRIL 2020-JULY 2021
Capitol Records | Hollywood, CA - *Marketing & International Assistant*

- Designed newsletters, one-sheets, and decks for artists; managed packaging and delivery of $1.2M in vinyl records to industry partners.
- Coordinated 300+ marketing meetings for album releases, including #1 Billboard-charting albums from Paul McCartney, Troye Sivan, Halsey, and Maggie Rogers.
- Coordinated meetings with international partners and stakeholders across territories in the UK/EU, AU/NZ, and Asia.

JANUARY 2020-APRIL 2020
Fender Musical Instruments Corporation | Hollywood, CA
Artist Relations & Artist Marketing Intern

- Identified and pitched emerging artists, including Remi Wolf, Ambar Lucid, Arlo Parks, and Blu DeTiger, for the Fender Next development program, securing 5 out of 6 signings.
- Created a comprehensive marketing campaign for the Billie Eilish Signature Ukulele, including a Fender Play Foundation Ambassadorship for Billie Eilish and Finneas that came to fruition.
- Managed artist green room and was the only intern given the responsibility of leading office tours for visiting artists.

JANUARY 2020-APRIL 2020
Sony Music Entertainment | Culver City, CA - *Sync Licensing Intern*

- Curated playlists and presentations pitching songs to place in films, TV shows, and video games. Pitched songs for blockbuster movies including *Candyman* (2021).
- Leveraged DISCO and AOMA software to track pitch and licensing deals.

SEPTEMBER 2019-DECEMBER 2019
Universal Music Publishing Group | Santa Monica, CA - *Catalog Film & TV Intern*

- Worked with the sync team to track song placements and organize over 3000 songs to pitch to film and TV studios.
- Led internal monthly Lunch N' Learn meetings, geared towards educating employees about UMPG's catalog. Planned and executed the event, created decks and short form video content about the featured artist each month and presented to coworkers and executives.
- Pitched merch designs inspired by lyrics and songs from UMPG songwriters.

JANUARY 2019-AUGUST 2019
Atlantic Records | Los Angeles, CA
Publicity Intern – JUNE 2019-AUGUST 2019

- Created media kits for artists including Roddy Ricch and Tayla Parx. Wrote and published press releases for artists.
- Conducted daily press scrubs and compiled press clippings.
- Pitched to major press outlets including Rolling Stone and Billboard.
- Managed artist check-ins at events, served as the primary point of contact, and coordinated the fulfillment of rider requests to ensure a seamless experience.

Artists & Repertoire Intern – JANUARY 2019-MAY 2019

- Researched unsigned artists and presented them to the A&R team as potential signings, scouted at concerts on the team's behalf. Department signed one of my pitches, Pink Sweat$.
- Won nationwide Marketing Madness competition against 100 interns to market a newly signed artist, Josie Dunne. Plans included TikTok strategies, a Warby Parker brand partnership, and a pop-up show.
- Developed an HTML-based concert data collection platform utilizing a Songkick API, reducing labor by 15 hours per week

JUNE 2018-AUGUST 2018
Live Nation Music Forward Foundation | Hollywood, CA
Marketing & Development Intern

- Revamped organization's website design and content.
- Wrote and completed grant application to the Lagunitas Brewing Company on behalf of their "Bringing Down the House" program in Los Angeles, securing a $15,000 grant for Music Forward.

Education

JANUARY 2016-MAY 2020
University of Southern California | Los Angeles, CA
Bachelor of Arts in Communication, Minor in Music Industry, Minor in Nonprofits, Philanthropy, & Volunteerism

Skills

Digital Marketing: TikTok, Instagram, Twitter/X, Snapchat, LinkedIn, Facebook, Threads, Bluesky, Youtube, Laylo, Community, Google Analytics, Hootsuite, Sprout Social, MailChimp, Linkfire, Basecamp, Meta Business Suite, Adobe Photoshop, Discord, Reddit, Twitch, Medallion, Geneva, Notion, Excel, DV360, Wavo Ads, Monday, Asana, Nielsen Connect, Uniport, Expensys, Microsoft Office, Google Work Apps, Box, Dropbox, Luminate, DOMO, HTML

Music: Spotify for Artists, Chartmetric, Soundscan, Logic Pro X, Indify, UM-X, Sodatone, GOLD, DISCO, Domo, Radiomonitor