Sireena Yancour

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(She/her)

Sireena is a multifaceted woman with a focus in music business. Her experience in various roles has built strong skills in artist development, event production, business consulting, marketing and community engagement. She also happens to be a multimedia artist with a focus in audio, aiming to bring people together through engineering, executive producing, DJing and MCing.

Feel free to check out my LinkedIn profile

EXPERIENCE

Stylin' Out Network, Chicago— DJ *Instructor/Mentor*

June 2024 - Present

- Setup and breakdown DJ stations
- Lead a class of high school students in ice breakers, hands-on learning and advise about career paths and business opportunities

Solidarity Studios, Chicago— *Program & Events Coordinator*

July 2019 - PRESENT

- Managed studio facility and portable stage, lighting, live and PA system equipment
- Developed work plans for three seasonal Duke University interns
- Maintained partnerships for music education programs locally and internationally via email communications, zoom conferences and in-person meetings
- Lead instructor for annual Producers' Spotlight 6-week program

Penthouse Audio Group, Chicago— *Music Business Consultant*

April 2022 - April 2023

- Market research of 1,000+ venues and promoters throughout the US and compare hundreds of business apps and websites
- Collected 800+ leads for CRM, created templates for mass email marketing and communications
- Coordinate and promote recurring Ableton workshops resulting in 140+ RSVPs
- Organized team assets, calendars and social media schedules
- Established a music label, launched the labels' initial artist, managed the artists' profiles, PR campaign, music release plans and song registrations

Good Show, Chicago— *Co-founder, Business & Audio Team Lead*

MARCH 2018 - March 2022

- Lead sound engineer, load-in/out and equipment maintenance, gather input lists, FOH and monitor engineer, make production schedule, run sound checks, record audio from live shows
- Artist relations including: negotiating contracts, artist development, managing rehearsals, and performance royalties. Oversee production and operation of show, booking and liaison between venues and artists
- In-house DJ

Superior Street Center for the Arts, Chicago— *Admin & Live Engineer*

August 2017 - August 2018

- Answer phones, create invoices, book rehearsals and manage room rentals.
- Responsible for assisting with equipment maintenance, setup, and breakdown, and running live sound during rehearsals.

EDUCATION

Columbia College, Chicago— *BA in Audio Production + Music Business*

September 2010 - May 2016

SKILLS

Musixmatch

Genius

Spotify for Artists

Apple Music for Artists

Amazon Music for Artists

Soundcloud distribution

Pro Tools

Logic Pro

Serato

RekordBox

Traktor

Microsoft Office

Google Office

Zoom

Zoho

Hootsuite

Schedulicity

Adobe

Event Production

Talent booking

Venue booking

Overseeing/Negotiating Contracts

Marketing

Social Media Management

Analog Consoles

Equipment Maintenance

Set up/Strike Audio Equipment

Hospitality

Customer Service

Communications