Maria Abdelnour

DIGITAL MARKETER, ACCOUNT MANAGER &
MUSIC BUSINESS PROFESSIONAL

Contact

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Professional Summary

I am a digital marketing and music business professional with 15 years of experience guiding artist teams, campaigns, and client communications. Skilled at keeping priorities organized, calendars aligned, and projects delivered on time with professionalism and care. Thrives on building relationships, helping creative people succeed, and bringing a love of music (and cats) to every project.

Work Experience

Sr. Director, Management Services | 2018-present
Quinton Digital - Nashville, TN (currently fully remote)

- Lead management services department, coordinating calendars and priorities across artists, managers, booking agents, tour managers, publicists, business managers, and brand partners
- Serve as primary liaison for high-profile clients, ensuring professional communication and smooth delivery of assets for releases, tours, and campaigns with extensive social media strategy, content development, and event promotion
  - Client sample: Morgan Wade, Cassadee Pope, Mickey Guyton, Matt Stell, Drew Green, Brandy Clark, Chris Bandi, Marie Osmond, RaeLynn, Elizabeth Cook, Raquel Cole, Rachel Wammack, Robert Counts, Waterloo Revival, and more
- Direct day-to-day coordination with promoters, venue contacts, VIP program reps, merchandise partners, stylists, and other music industry contacts to keep projects on track
- Maintain trust and efficiency by keeping priorities organized, managing timelines, and proactively communicating with clients and partners
- Recognized for growth and leadership with promotions from Account Director → Sr. Account Director (2021) → Sr. Director, Management Services (2022)
- Stay ahead of industry trends and new platforms, introducing innovative tools, data capture, and resources to support client success
- Oversee account management team, providing final review and approval of content calendars, copy, deliverables, and analytics reports prior to client delivery
- Roster wide lead on all new client social media audits, asset toolkit creation, and general onboarding
- Oversee official fan clubs, Facebook groups, Community subscriptions, Laylo signups, and general loyalty programs with exclusives + incentives for “super fans”
- Manage outsourced creative deliverables from freelancers

Live Events Manager & Digital Producer | 2017-2018
Townsquare Media - Nashville, TN

- Social media, content, website, newsletter, and database management for WE Fest, Taste of Country Music Festival, Country Jam Colorado, Mountain Jam, Headwaters Country Jam, and America On Tap
- Extensive website maintenance and backend work in CMS platforms like WordPress for each live event
- Strategic email marketing, social media monitoring, and daily customer service communication on multiple platforms

Account Coordinator | 2016-2017
Girlilla Marketing - Nashville, TN

- Social media strategy and release campaigns for Girlilla’s roster: Florida Georgia Line, Dwight Yoakam, Kristin Chenoweth, Zac Brown Band, Walker Hayes, A Thousand Horses, Brandy Clark, Academy of Country Music, MegaCountry, LourdMurray, Otto’s Tacos, and more
- Heavy tour marketing for Florida Georgia Line’s Dig Your Roots Tour including show announcements, pre-sales, on-sales, VIP packages, merchandise promos, meet & greet sign-ups, and on-site activations
- Data collection with in depth metrics and analytical reporting across multiple platforms
- Advertising spends and frequent use of Meta/Facebook Business Manager

Education and Organizations

Michigan State University
Bachelor of Arts, Communication
Class of 2012

SOLID - Society of Leaders in Development
Member & Education Committee (2015-2016)
Alumni (2016-Present)