# MELANIE RODRIGUEZ

## CONTACT


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Bayside, NY


## ACHIEVEMENTS

- **Billboard Women in Music Nominee**, 2013 and 2011
- Women in Music **Board of Directors**, Co-Chair Communications Committee
- **Music Biz Conference Moderator**, 2024
- **Measure of Music** "Getting the Gig" Panelist, 2024
- **A2IM Digital Music & Emerging Technologies Committee**, 2016

## PROFESSIONAL ASSOCIATIONS

- Women in Music, Org. (WIM)
- SheSaidSo
- American Association of Independent Music (A2IM)
- Music Biz Association
- Music Managers Forum

## EDUCATION

- **C.W. Post ,Long Island University**
  - Business Management, Marketing
- **Five Towns College**
  - Music Business, Artist Management

## PROFESSIONAL DEVELOPMENT

- Meta: Analytics Foundations Course
- General Assembly: Digital Marketing Circuit
- Google Foundations of Project Management Course
- Section: Marketing Strategist Certification (In Progress)

## PROFILE SUMMARY


Strategic marketing executive with 20+ years of experience leading global music and creator-focused campaigns. Proven ability to drive growth across B2B and B2C audiences through compelling storytelling, cross-functional leadership, and performance-focused strategy. Experienced in brand positioning, content marketing, lifecycle strategy, and platform marketing for both creative and tech-enabled products.


## EXPERIENCE

### MELANIE RODRIGUEZ, LLC | 2022-PRESENT

**Founder & Marketing Consultant – Music + Business Strategy**

- Lead strategic business planning, campaign coordination, and AI-integrated marketing for a diverse roster of clients, including indie artists, authors, wellness professionals, and creative brands.
- Consult on brand positioning and go-to-market strategy for creator platforms and subscription-based services, including SaaS product Genni Creators on Demand.
- Support clients in defining customer personas, optimizing lifecycle touchpoints, and identifying scalable content marketing tactics.
- Supported branded content, influencer activations, and creator marketing strategies via consulting partnership with Songfluencer/Genni Co., offering clients end-to-end digital release readiness and growth planning.
- Built the infrastructure for The Drop,a release strategy and label services model designed to streamline campaign delivery, cross-market team communication, and global fan engagement (currently in pre-launch phase).
- Delivered operational systems, CRM and marketing funnels, and educational support to a diverse portfolio of clients, achieving a 30% average increase in revenue and 65% reduction in overhead.
- Coordinated marketing efforts across US and international creators, including campaign planning, deliverable oversight, and platform optimization for export markets (TikTok Shop, DSPs, influencer activations).

### BETTER NOISE MUSIC | 2019-2022

**Vice President of Marketing**

- Directed global release strategy for 70+ high-profile music and film campaigns, supporting acts like AWOLNATION, Dirty Heads, and Cory Marks; results included multiple RIAA certifications and billions of streams.
- Led cross-functional teams and managed seven-figure budgets, negotiating vendor scope and media spend to maximize ROI, retention, and fan engagement.
- Collaborated with A&R, sync, streaming, and legal to align lifecycle marketing, licensing, and digital strategy across US, Europe, and Asia.
- Reported campaign outcomes using analytics, including engagement metrics, conversion rates, and audience growth trends, to optimize performance across markets.
- Drove brand and messaging strategy for artist rebrands and product launches, aligning creative execution with data-driven insights and market shifts.
- Oversaw marketing for a feature film release, generating 150M+ YouTube views and an 89% Rotten Tomatoes score through coordinated digital and experiential campaigns.

# MELANIE RODRIGUEZ

## TECHNICAL SKILLS

### GENERAL
MAC, PC, Microsoft Office, Excel & Google-Suite

### MARKETING & ANALYTICS
Spotify for Artists, Amazon Music for Artists, Apple Music for Artists, Chartmetric, Music Connect, iTunes Connect, Bandsintown, SoundCloud, Eventbrite

### PRODUCTIVITY & PROJECT MGMT
Notion, Monday, Asana, Trello, Airtable, Dropbox, Slack, Zoom, Calendly, Basecamp, Clockify

### CRM & COMMUNICATION
Mailchimp, PRWeb, Cision, SurveyMonkey, Jotform, Haulix, Hubspot

### DESIGN & WEB
Canva, Photoshop, Squarespace, Shopify, Linktree, Carrd, Wordpress

### FINANCE & OPS.
QuickBooks, Stripe, Square, Wave, Monarch Money

### SOCIAL MEDIA
Instagram, TikTok, Facebook, YouTube, Twitter, Snapchat, Buffer

### AI TOOLS
ChatGPT, Perplexity, Claude, Google Gemini, Midjourney, DALL·E, Meta Llama

## KEY COMPETENCIES

- Global Campaign Strategy & Execution
- International Artist Development & Label Services
- Executive-Level Client & Stakeholder Management
- Strategic Planning & Market Expansion
- Revenue Growth & ROI Optimization
- Cross-Market Team Leadership & Coordination
- P&L Management & Budget Oversight

## EXPERIENCE

### PS BUSINESS MANAGEMENT | 2016-2019
**Account Manager**

- Provided strategic financial support to high-net-worth clients in music and entertainment, including budgeting, tour accounting, tax prep, and financial planning for artist-owned businesses.

### MPRESS RECORDS | 2009-2016
**Director of Marketing & Publicity**

- Led artist development and marketing for a boutique label roster, securing syncs, driving digital growth, and overseeing full-scale campaigns. Amplified sales and impressions, and earned a Grammy nomination for one release.

### 10TH STREET ENTERTAINMENT | 2007 – 2008
**Associate Accountant & Office Administrator**

- Managed accounts payable/receivable and supported financial operations for a major entertainment management firm. Assisted with budgeting, reporting, and cross-office coordination for talent management clients in New York and Los Angeles.

### OCD MUSIC GROUP | 2004 – 2007
**Director of Artist Relations**

- Managed artist branding, touring, and sponsorships, aligning creative vision with market positioning and business growth.

## WHO I'VE WORKED WITH

### ARTISTS

Action Action, All American Rejects, All Good Things, Another Engine, Arcade Fire, Asking Alexandria, Awolnation, Baby Glimmer, Bad Wolves, Bang Bang Romeo, Blacklite District, Bleeker, Blondie, Bowling for Soup, Buckcherry, Cass Dillon, Classless Act, Cory Marks, Cut Copy, Days of This, Deborah Harry, Diffuser, Dirty Heads, Drowning Pool, Escape The Fate, Eva Under Fire, Eve6, Everclear, Fallout Boy, Fire From The Gods, Five Finger Death Punch, Fools of Perception, Forward, From Ashes to New, Glassjaw, Gob, Gotye, Greener, Hanson, Hellyeah, Hoobastank, Hyro The Hero, Ice Nine Kills, Internal Bleeding, Jake Shears, Just Loud, Julia Wolf, Little Stranger, Lzzy Hale, Madcap, Maggie Rose, Mat Brandon, Matthew Kourie, Meatloaf, Melissa Ferrick, Motley Crue, Natasha Bedingfield, Nikki Sixx, Nicole Willard, NOTHING MORE, Opaque, Out of November, Ozomatli, Papa Roach, Rachael Sage, Sara Bareilles, Scissor Sisters, Seth Glier, Simple Plan, SixxAM, Sofi Tukker, Sunday Luck, Tinashe, The Exies, The Hu, The Never Enders, The Sleeping, The When, Toadies, Tragic Orange, Travis Scott, Travis Tritt, Tuk Smith, Vanessa Carlton, Vincent Price is Right, Wired, ZZ Ward.