ALLISON MOONEY

SEO CONTENT, MARKETING, AND ARTIST RELATIONS PROFESSIONAL

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CAREER SUMMARY

Creative and dedicated professional with a decade of experience, from SEO content to marketing, leadership, and more. Looking to utilize these skills and gain more in a larger setting.

SKILLS

- Email Marketing
- Customer Service
- Leadership
- Calendar Management
- Digital Marketing
- Artist Relations
- Relationship Building

CERTIFICATES

- Social Media Marketing Foundations
- Advanced Email Marketing
- SEO Foundations
- Content Marketing Foundations
- Marketing Foundations: Customer Decision Journey

EDUCATION

WEST VALLEY COLLEGE

Business and Marketing Focus

CABRILLO COLLEGE

Business and Forensic Psych Focus

WORK EXPERIENCE

Hemi.Wav July 2024- Present

Artist Relations & Release Coordinator

- Draft and edit press releases for artist launches, side projects, and collective announcements, ensuring tone and messaging align with brand identity.
- Manage media outreach and press contact lists, securing coverage for Hemi.Wav releases across blogs, online publications, and industry outlets.
- Conduct outreach to returning and prospective artists and collaborators, maintaining strong relationships and facilitating new project opportunities.
- Social Media assistance when needed.

Multiple Outlets July 2014- April 2025

Freelance Journalist

- Pitch, research, and write editorial features, festival coverage, and artist spotlights focused on the global EDM landscape and emerging subgenres.
- Lead and conduct in-depth interviews with DJs, producers, label founders, and industry creatives, shaping narrative-driven stories rooted in club and festival culture.
- Produce SEO-optimized news posts, track/album write-ups, and event previews to boost organic reach and audience engagement across digital platforms.
- Edit, fact-check, and refine copy for voice, accuracy, and flow while coordinating workflows and providing guidance to a team of six writers.
- Build and maintain strong relationships with publicists, labels, promoters, festivals, and artist teams, leading outreach and securing ongoing editorial access.

The Gradient Perspective May 2023-July 2024

Marketing Director + Social Media Coordinator

- Coordinated social media content with internal team members and local promoters across the DC area to ensure aligned, timely digital campaigns.
- Wrote engaging, on-brand copy for premieres, mixes, announcements, and a wide range of social media content.
- Developed and implemented creative strategies to drive traffic and increase visibility across all TGP platforms.
- Collaborated with TGP artists to support upcoming releases, sets, and promotional initiatives through targeted digital efforts.