KRISTIN ACHESON

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EDUCATION

STILLMAN SCHOOL OF BUSINESS, Seton Hall University – South Orange, NJ
Master of Business Administration in Data Analytics **August 2025**
Bachelor of Science in Information Technology Management and Marketing; Dean's List, 6 semesters **May 2024**

EXPERIENCE

WARNER MUSIC GROUP – New York, NY (Hybrid)
Revenue Optimization Temp **June 2026 - Present**

- Managed support operations for strategic UGC partners by resolving YouTube ownership conflicts, disputed claims, title changes, and reference overlaps using the YouTube API to ensure accurate rights attribution and maximize monetization opportunities
- Collaborated with global labels to streamline rights review improving efficiency and supporting scalable UGC claiming workflows in YouTube, TikTok, Meta, and SoundExchange
- Analyzed large-scale digital rights and consumption datasets with SQL to be a key point of contact for counterclaimants

TICKETMASTER – New York, NY (Hybrid)
Data Analyst Intern - LiveAnalytics **June 2025 – February 2026**

- Developed comprehensive audience segmentation and revenue optimization reports in Databricks and dashboards for major clients (NBA, NFL, Broadway, F1) utilizing Excel VBA, SQL, Databricks, and AWS QuickSight to drive data-driven actionable insights and support strategic decisions.
- Conducted QA testing on SQL queries and Python scripts, validating data pipelines and scoring logic to ensure alignment with business rules and accuracy of key metrics used in reporting.
- Built and deployed 10+ internal data visualization widgets using AI tools and SQL CTE's, automating manual reporting processes and reducing delivery time by 50%.
- Authored detailed technical documentation of Python workflows in Confluence and tracked development progress in Jira, ensuring clear, scalable processes for future stakeholders and cross-functional teams.
- Designed and executed a large-scale email and CRM-driven marketing end-to-end survey to 1M+ customers, generating 7,000+ responses within 72 hours; performed data cleaning, exploratory analysis, and customer segmentation, and delivered data-driven recommendations to internal stakeholders.
- Engineered a market propensity report and developed a dashboard in Amazon QuickSight by implementing z-score statistical analysis for internal stakeholders to easily interact with and understand
- Pitched a data-driven business solution to four senior executives, demonstrating strong communication and collaboration skills; awarded third place in internal pitch competition.

ATLANTIC RECORDS – New York, NY (Hybrid)
Promotions Emerging Talent Associate - Pop/Rock **September 2023 – April 2024**

- Led analysis of Hot AC (Adult Contemporary) radio metrics, delivering concise weekly reports with actionable insights to three senior-level executives, driving informed business decisions.
- Created and presented data reports on radio spins, DSP streaming, Shazam trends, and TikTok performance using Excel; synthesized data from Mediabase, Luminate, and Chartmetric, translating multiple complex datasets into strategic recommendations.

SKILLS AND INTERESTS

- **Technical Skills:** Python (Pandas, NumPy, Plotly); SQL; Excel VBA; Databricks; Tableau; Power BI; Amazon QuickSight; Qualtrics; Chartmetric; Luminate**;** PromoSuite; Event Marketing; Experiential Marketing; Survey Design (SurveyMonkey, Qualtrics); Canva; PowerPoint; Google Suite; Microsoft Office; Confluence; Jira.
- **Topics:** Exploratory Data Analysis (EDA); Data Visualization; Business Information Modeling; Market Research; Artist Discovery & Tracking; Social Media Analytics; Music Business Strategy (Grammy Museum: Music Business 101); Database Design and Management; A/B Testing; Data Visualization; Pricing Analysis.
- **Awards:** Winner of the College Station Of The Year at the 2023 National Association of Broadcasters Marconi Radio Awards; Nominated for Best Promotions Director at the 2023 Intercollegiate Broadcasting System Conference.
- **Hobbies:** RuPaul's Drag Race; indie and alternative music; playlist building; New York art museums; local New York bands and venues.