Alexandra (Ally) Mikhail

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Professional Experience

KAIKAI December 2025 – April 2026
Artist Manager *Los Angeles, CA*

- Negotiated and secured KAIKAI's first label deal and release through Breakaway Projects
- Organized and tracked key assets, deadlines, and campaign elements to maintain efficient project flows
- Lead release and marketing coordination, including EPK development and Laylo campaigns, to drive fan engagement and support rollout strategy

Breakaway Projects September 2025 – January 2026
A&R & Marketing Intern *Los Angeles, CA*

- Researched, scouted, and presented prospective artists to management and label for signing opportunities
- Oversaw social media strategy and managed accounts to promote Breakaway clients, creating content that generated strong engagement with posts regularly achieving thousands of views

JET Management August 2025 – December 2025
Artist Management Intern *Los Angeles, CA*

- Supported the marketing and management team in artist brand management, event activations and coordination, and content and marketing strategy and planning
- Conducted research on music trends around emerging artists and industry campaigns - delivering strategic findings and case studies to leadership
- Organized and streamlined project files and databases, entered offers, organized metadata, tracked marketing metrics, reviewed and processed expense reports, reviewed legal contracts, and assisted in outreach to industry professionals

Rules Don't Apply Records - Walker & Royce's Label June 2025 – September 2025
Label Intern *Los Angeles, CA*

- Researched potential collaborators, analyzing emerging music trends, and delivered actionable insights to support A&R discovery and signing strategy
- Managed the Soundcloud backend for the RDA catalog, ensuring accurate setup and correct distribution of engine selection to maximize monetization

Biz 3 March 2025 – September 2025
PR Intern *Los Angeles, CA*

- Researched artist stats and drafted comprehensive press releases that created leverage and visibility around artists
- Compiled EPKs to include artist bios, press assets, key highlights, and campaign materials
- Managed ongoing updates to contact lists and client databases, and tracked and reported artist media coverage

Education

University of California, Los Angeles Graduated June 2025
Bachelor of Arts in Political Science *Los Angeles, CA*
Minor: Film, Television & Digital Media
Industry Organization Involvement: Grammy U Member, End Overdose Volunteer, Assistants vs Agents Ambassador, Pollstar Conference Student Ambassador(April 2025)

Other Skills & Interests

Platforms: Microsoft Office, Google Suite, Slack, Muckrack, Constant Contact, Canva, DISCO, Chartmetric, Dropbox, Spotify for Artists, Soundcloud for Artists, Rostr, Concur, Seated, Resident Advisor, Bandsintown, Master Tour, Laylo
Interests: Dance Music, Tennis, Equestrian Sport, Festivals

References available upon request