Lina M. Borda

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EDUCATION

New York University, New York, NY — May 2018
Master of Music in Music Technology | GPA 3.81

Florida International University, Miami, FL — April 2012
Bachelor of Music in Music Technology
Magna Cum Laude | GPA 3.75

EXPERIENCE

SUPER (Superfan Live), Miami, FL — May 2026 - present
Ticketing Manager, FIFA World Cup 2026
- Guest-facing role responsible for ensuring VISA hospitality and premium guests have a seamless, stress-free experience receiving, accessing, and downloading their ticket to FIFA World Cup 2026 matches
- Answer ticketing questions and support guests with downloading, accessing, and understanding their tickets
- Troubleshoot ticket issues in real time, proactively check in with guests who may need additional support
- Support guests from a wide range of cultures and backgrounds, adapting communication style as needed
- Work closely with hospitality staff to ensure ticketing support feels seamless and coordinated for guests

Figure and Groove: Production Music, Artist Catalog & Custom Music House, remote — September 2019 - present
Media Distribution and Creative
- Organize and classify new catalogs, providing names to tracks, compiling and creating artwork for album covers
- Register titles and keep track of PRO information and databases in the USA and the UK
- Prepare music files for digital distribution, adding metadata, and assigning correct formatting
- Coordinate the ingestion and digital release process of all catalogs on SourceAudio and various music monitoring platforms/ sync licensing platforms/DSPs (Harvest, SoundMouse, CND Music Tracker, AdRev, MusicLink/proTunes, DashGo/Downtown, MLC, BMAT, Click N Clear, Music Reports, Rident Royalties, SoundExchange, Synctank) and follow up on takedowns and responses
- Create and maintain various types of spreadsheets (custom score, metadata, tracking, cue sheets, etc.)
- Coordinate and execute marketing initiatives through the design of monthly newsletters on the Mailchimp platform
- Contribute in the pitching for music briefs for different media

Live Nation/On The List Presents/SUPER/237 Global/Please & Thank You/SoFar/CID, various — March 2019 - present
VIP Check-in Staff/Production Assistant
- Setup and tear down check-in area, VIP lounge area, manage will call list, and distribute VIP package elements
- Assist with meet and greet/photo ops/q&a's

Starvox Entertainment, Miami, FL — November 2018 - February 2019
Exhibit Staff: The Art of Banksy
- Interacted with visitors by assisting, monitoring, and controlling access to the exhibit
- Conducted front of house operation and provided information about regulations and the exhibit to visitors

Iris & B. Gerald Cantor Film Center, New York, NY — September 2016- June 2018
AV Technician
- Set up, maintained, and operated audio/video equipment and theaters' furniture
- Assisted professors and clients with audio/video setup and technical support for classes, conferences, workshops, film screenings, and film festivals that took place on site

Tribeca Film Festival, New York, NY — April 2018
Immersive/VR crew member
- Acted as a docent/experience guide and engaged with patrons at the VR, AR, and interactive storytelling exhibition

The Latin Recording Academy (Latin GRAMMY Awards), Miami, FL — June 2012 -June 2016
Sr Coordinator, Membership
- Recruited and retained membership preserving a fair balance among categories, genres, and geographical areas
- Actively communicated in English and Spanish, in person, via phone and email, with professionals of the music industry, belonging to many different cultures, and located throughout the world
- Acted as production assistant and talent coordinator for Latin GRAMMY in the Schools, as well as for the Latin GRAMMY Acoustic Sessions, 14th annual Pre-Telecast ceremony and 13th annual Special Awards ceremony
- Managed TV/Radio/Print room and moderated liveblog for the 15th Annual Latin GRAMMY Awards
- Managed photo room and membership/nominee medallion table for the 16th Annual Latin GRAMMY Awards

Membership Assistant — March 2012- May 2012
- Maintained confidential membership database up to date

Intern — October 2011- November 2011
- Production assistant for the 12th Annual Latin GRAMMY Awards' Special Awards ceremony

Florida International University, School of Music, Miami, FL — January 2011- August 2012
House Manager, AV Technician
- Assisted in the production of event rentals at the Wertheim Performing Arts Center Concert, Recital, Instrumental Halls

Student and Faculty Recording Assistant — January 2010- April 2012
- Recorded live performances of School of Music ensembles, guest ensembles, and junior/senior/graduate recitals

Music Technology Lab Assistant — January 2010- April 2012
- Assisted students with music technology software

SKILLS

Bilingual: Spanish & English (native proficiency), French, Italian, Portuguese (limited working proficiency) - Audio Recording (live & studio) - Production/Post Production Sound - Music (industry/theory/history/editing) - Event Production/Talent Logistics