SARA SILAJ ☆ ☆ ☆

Artist, Creative Director & Music Operations Lead

---

skaiviofficial@gmail.com | 312 - 330 - 3120 | Chicago, IL | LinkedIn

SUMMARY

Music operations professional and practicing artist with a fan-first approach to release strategy, audience development, and artist identity. Brings hands-on experience across publishing administration, digital distribution, metadata management, and editorial media, combined with the instincts of someone who has built and studied artist-fan relationships from the inside. Believes that lasting artist careers are built on distinctive identity and world-building–not just content volume–and applies that philosophy to every stage of a release cycle. Equally fluent in the operational backend and the cultural nuances that make audiences genuinely connect with music.

SKILLS

- **Rights & Publishing:** ASCAP, BMI, Songtrust, SoundExchange
- **Distribution & Operations:** Record Union, Venice Music, CD Baby, Metadata Management, ISRC/ISWC input & verification, DISCO, Google Sheets
- **Analytics:** Spotify for Artists, Apple Music Analytics, YouTube Studio, Instagram Insights, Muso.AI
- **Content & Creative:** Logic Pro, Google Slides, CapCut, InShot, SuperimposeX, Phonto, Canva
- **Strategy:** Creative Direction & Visual Branding, Audience Insights & Fan Behavior Analysis, Content & Organic Growth Strategies

EXPERIENCE

Independent Artist & Music Project Manager
March 2022 - Present | Remote (Chicago)

- Oversee end-to-end music release pipeline, including production, asset organization, metadata management, and distribution across DSPs.
- Maintain structured digital asset systems (local + DISCO) for catalog organization, sync readiness, and efficient file delivery.
- Register works with ASCAP, Songtrust, and SoundExchange, ensuring accuracy in metadata and royalty collection processes.
- Analyze Spotify for Artists data to identify listener trends, geographic growth, and audience behavior, informing release and marketing strategies.
- Develop and execute content strategies and narrative-driven campaigns to support music releases and audience engagement.
- Conduct targeted outreach within online communities and fan spaces, leveraging platform culture to build organic engagement.
- Manage creative asset production, including visual branding, social media content, and video editing for promotional use.

- Coordinate with external collaborators (engineers, graphic artists, etc.), delivering organized stems, creative direction, and feedback.
- Build and maintain relationships with artists and creatives, leading to ongoing collaborations and cross-promotion opportunities.
- Study and track fan behavior across platforms (Twitter/X, Instagram, TikTok), identifying engagement patterns and content trends.
- Develop and design a full Electronic Press Kit (EPK), including written materials, visual assets, and organized media delivery.
- Amassed over 700k combined streams across DSPs since 2022.

Artist's House – Co-Founder, Editor-in-Chief & Senior Interviewer
May 2018 - Present (Currently On Hiatus) | Remote (Chicago)

- Directed editorial strategy, including artist selection, content planning, and long-term platform development.
- Researched and secured interview opportunities by communicating with artists, managers, and publicists.
- Conducted and developed in-depth interviews tailored to each artist's creative identity and narrative.
- Edited and published written and video content with a focus on clarity, tone, and audience engagement.
- Managed website operations, including layout updates, content uploads, and overall user experience.
- Designed branding and visual assets across website, social media, and YouTube.
- Coordinated posting schedules and cross-platform content distribution.
- Interviewed 32 entertainment professionals, including Kaeyra, Johnny Alonso, and Eileen Grubba.

ACHIEVEMENTS

- Song "Selene Of The Night" selected by Recording Academy editorial team for GRAMMY U Mixtape.
- Featured interview with fashion magazine Glamour Polska (Late June 2026 release).

EDUCATION

Berklee College Of Music – Relevant Coursework (2024-2025)

- Music Business 101
- Music Publishing 101
- Music Marketing 101
- Career and Job Success in the Music Industry

Honors:

- Dean's List – May 2025

LANGUAGES

- **English** – Native
- **Polish** – Heritage Native; Excellent Comprehension, Advanced Speaking