

# abigailcherney

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## EDUCATION

Columbia College, Chicago  
Bachelors of Arts MUSIC BUSINESS MAJOR, MARKETING MINOR  
Anticipated Graduation: May 2013

## MARKETING / ENTERTAINMENT EXPERIENCE

Schubas Tavern / Lincoln Hall AUGUST 2012 - JANUARY 2013  
CHICAGO, ILLINOIS  
'stache Media Lifestyle Representative

- Updated print promotion and production schedules for nightly shows in each venue
- Assisted in archiving artist contracts and riders in addition to preparing artist hospitality
- Reviewed artist demos to assist talent buyer with booking for each venue

Sony Music Entertainment/RED Distribution DECEMBER 2011 - APRIL 2012  
CHICAGO, ILLINOIS

- 'stache Media Lifestyle Representative
- Engaged with consumers through cross-platform direct marketing efforts, including experiential and digital efforts
  - Compiled reports including marketing efforts for lifestyle tour campaigns to be sent to the artist's label

Do 312 DECEMBER 2011 - AUGUST 2012  
CHICAGO, ILLINOIS  
Marketing and Content Intern

- Produced content for brand site while assisted in cross-checking venue websites
- Attended shows and special events to direct marketing the Do312 company and similar upcoming shows
- Promoted Do312 events, blog posts, and special events through social media outlets

Empower Public Relations AUGUST 2011 - DECEMBER 2011  
CHICAGO, ILLINOIS  
Public Relations Intern

- Grew and developed social media outlets for clients
- Wrote weekly pitches for an array of clients to be sent to major media platforms
- Engaged with media to secure segments for clients

## OTHER WORK EXPERIENCE

Bel 50 OCTOBER 2012 - PRESENT

Belden Deli FEBRUARY 2012 - SEPTEMBER 2012

Noodles & Company APRIL 2007 - JANUARY 2012

## PROFICIENT IN

Adobe InDesign and Photoshop, Microsoft Office, AP Style, Social Media Platforms, Spanish language (conversational)

# megan chesley

## *FESTIVALS*

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- **SPRING AWAKENING MUSIC FESTIVAL 2012, 2013, 2014** – ARTIST CHECK IN MANAGER / RUNNER
- **MYSTERYLAND USA 2014** – STAGE AMBASSADOR / ARTIST LIASON
- **TOMORROWWORLD 2014** – STAGE AMBASSADOR / ARTIST LIASON
- **RIOT FEST CHICAGO 2012, 2013** – ARTIST CHECK IN ASSISTANT
- **SUMMER SET MUSIC & CAMPING FESTIVAL 2014** – ARTIST CHECK IN MANAGER
- **ELECTRIC DAISY CARNIVAL 2013** - ARTIST CHECK IN ASSISTANT
- **MANIFEST URBAN ARTS FESTIVAL 2013** - ARTIST CHECK IN MANAGER

## *VENUES*

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### **METRO CHICAGO** – IN HOUSE PROMOTIONS INTERN (*FALL 2013*)

- CONTRIBUTED NEWSWORTHY BLOG POSTS RELATING TO UPCOMING SHOWS
- DESIGNED EYE-CATCHING PROMOTIONAL DISPLAYS AROUND THE VENUE WITH POSTERS

### **SCHUBAS / LINCOLN HALL** – HOSPITALITY + PRODUCTION INTERN (*SPRING / SUMMER 2013*)

- ASSISTED DAY OF SHOW COORDINATOR AT BOTH VENUES FOR NUMEROUS CONCERTS
- ADJUSTED HOSPITALITY BUDGET SPREADSHEET, SET UP GREEN ROOMS, SOLD MERCH

### **BOTTOM LOUNGE** – MARKETING PROMOTIONS INTERN (*FALL 2012*)

- COORDINATED THE VENUE'S STREET TEAM OPERATIONS, SCHEDULING, AND CAMPAIGNS
- CREATED A SERIES OF PROMOTIONAL VIDEOS FOR UPCOMING CONCERTS USING iMOVIE

## *EVENTS*

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- **NTC SUMMER TOUR @ WEST LOOP, HUMBOLDT PARK 2014** – PRODUCTION ASSISTANT
- **SELF MAGAZINE WORKOUT IN THE PARK 2014** – PRODUCTION ASSISTANT
- **COLUMBIA COLLEGE COMMENCEMENT 2014** – PRODUCTION ASSISTANT
- **DEW TOUR MOUNTAIN CHAMPIONSHIPS 2013** – EVENT SERVICES VOLUNTEER
- **DADA LIFE @ ARAGON MUSIC HALL 2013** – PRODUCTION ASSISTANT
- **PRETTY LIGHTS @ ARAGON MUSIC HALL 2013** – HOSPITALITY ASSISTANT
- **BON JOVI 'BECAUSE WE CAN TOUR' @ SOLDIER FIELD 2013** – VIP EXPERIENCE INTERN

## *EDUCATION*

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**UNDERGRADUATE, COLUMBIA COLLEGE CHICAGO** – 2015 BACHELOR OF ARTS: ARTS MGMT

## *INVOLVEMENT*

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### **STUDENT PROGRAMMING BOARD** – BOARD MEMBER (*FALL 2012 - Present*)

- PARTICIPATED IN THE PLANNING AND EXECUTION OF A VARIETY OF SCHOOL EVENTS
- ARRANGED IN-KIND SPONSORSHIP FROM A LARGE FOOD BRAND FOR MANIFEST URBAN ARTS FESTIVAL 2013

## *SKILLS*

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**PROFICIENT IN:** MICROSOFT OFFICE, ILIFE SUITE, ADOBE PHOTOSHOP  
**WORKS WITH SEVERAL OPERATING SYSTEMS:** MAC OSX, WINDOWS

# ALLIE SHUMAN

EVENT PRODUCTION / MARKETING / BOOKING

## SUMMARY

- Extensive experience with event planning/production, marketing, and booking
- Arts Management graduate excelling in courses such as Entertainment Marketing, Business of Live & Performing Arts, Finance, etc.

## EDUCATION

**Columbia College Chicago** | Chicago, IL Sept 2010—May 2014

*BA Arts, Entertainment, and Media Management*, 3.822 GPA, 2010-2014 Dean's List, Lincoln Laureate Recipient, Achievement Award Recipient

**University of New South Wales** | Sydney, Australia, Feb 2012—June 2012

**Rhode Island College** | Providence, RI Sept 2008—June 2010

## EVENT EXPERIENCE

**C3 Presents, Lollapalooza Assistant VIP South** | Chicago, IL Aug 2014

- Assisted in resetting and maintaining cleanliness of furniture and the VIP area throughout each festival day
- Provided guests and sponsors with accurate information and executed customer service skills

**Columbia College Chicago, Urban Cloud Production Team Leader** | Chicago, IL Jan 2014—May 2014

- Organized the student organization participation and theme execution in the Urban Cloud lot at Columbia's Manifest Urban Arts Festival
- Day of event management with participating vendors and clubs at the lot

**Live Nation, Booking/Marketing Intern** | Chicago, IL Sept 2013—Dec 2013

- Amended contracts and created Independent Contractor Agreements, Band Payment Sheets & Addenda
- Tracked local and upcoming artists and documented shows at competing venues
- Used Live Nation's Rome software to create Artist Deals, Offers, holds, etc.

**Rock For Kids, Special Events Intern** | Chicago, IL June 2013—Sept 2013

- Helped to plan the Giving Tree portion of the annual Rock and Roll auction which raised approximately \$6,500
- Provided extensive outreach, solicited donations, and recruited volunteers

**Student Activities and Leadership—Columbia College Chicago, Assistant Program Coordinator** | Chicago, IL May 2013—May 2014

- Created and developed programs and entertainment events
- Assisted in booking and negotiated contracts for national and international touring acts and student talent
- Research development, provided data management, and offered student inquiry assistance

**Columbia College Chicago, Manifest Coordinator** | Chicago, IL Dec 2012—May 2013

- Coordinated Columbia's Manifest Urban Arts Festival—a year end exhibition of student work with over 30,000 attendees
- Responsible for being the main contact with department liaisons, gathering information for all 100+ events and 23+ different locations
- Executed production for lanyards, location bins, and packets for each site
- Created a master binder with all necessary production details using various online systems
- Scheduled the weekly marketing meeting and took minutes at operation and production meetings
- Consulted with the city government and 5+ outside vendors

**The Recording Academy—Chicago Chapter, GrammyU Member** | Sept 2012—Current

- Managed guest services and artist relations at Chicago venues like Music Dealers, City Winery, Lincoln Hall and Hard Rock Hotel

## MARKETING EXPERIENCE

**Career Sushi, Acquisition Intern** | Chicago, IL Dec 2013—Present

- Intern Sushi/Career Sushi is a startup website that is aiming to change the way that interns land internships and how companies hire interns
- Managed outreach to companies by using Salesforce, Google Docs, Intern Sushi website and Gmail with approximately 400 leads sent per week

**Student Programming Board—Columbia College Chicago, Marketing Manager** | Chicago, IL May 2013—May 2014

- Created full-scale marketing campaigns for 10+ events including print, online and city-wide marketing
- Worked closely with graphic designers to develop copy and design strategy for event marketing
- Distributed event information to the Tally Ho & acquired Ad buys in the Columbia Chronicle, 10,000+ outreach
- Contributed to social media plans with 625 Facebook likes & 1,014 Twitter followers and delegated and managed 20+ general board members

**Sydney Entertainment Centre, Marketing Intern** | Sydney, Australia Feb 2012—June 2012

- Provided marketing efforts at a music and sports venue with a capacity of 13,250
- Designed a social media calendar that tracked Facebook and Twitter posts in relation to website hits and photographed patrons at venue events

## CUSTOMER SERVICE EXPERIENCE

**Elite Services, Coat Check Clerk** | Chicago, IL Oct 2012—March 2014

- Customer service and coat check duties at House of Blues Chicago, Shedd Aquarium and the Field Museum servicing around 400+ guests

**Old Navy, Sales Associate** | Warwick, RI & Chicago, IL Nov 2009—Dec 2013

- Consulted with customers in the fitting room, handled cash, credit, return transactions, and opened up credit card accounts at the register, and provided customer service throughout the store

# LAUREN ZENS

Mailing Address • Phone Number  
Personal URL

Live performance management • Social media and digital marketing • Music publishing, licensing, and copyright • HTML, CSS, Adobe Creative Suite

## EDUCATION

**Columbia College Chicago, May 2012 | Bachelor of Arts in Music Business Management**

## EXPERIENCE

**Museum of Contemporary Art Chicago**  
Visitor Services Representative  
May 2010-August 2013

Demonstrated high level of professionalism and enthusiasm to MCA guests during exhibition hours and special events by providing assistance and information.

**Music Dealers**  
Rights Management & Music Publishing Representative  
September 2012-November 2012

Maximized licensing opportunities by researching registered artists and client playlists to verify no exclusive publishing deals existed. Updated writer/publisher financial splits in spreadsheet to ensure proper payments.

**Western Publicity**  
Publicity Assistant  
September 2012-November 2012

Worked closely with principal to administer press releases for six national tours and maintain up-to-date information on industry contacts.

**Schubas Tavern**  
Social Media, Marketing, & Promotions Representative;  
Day of Show Contact  
June 2011-August 2012

Composed promotional emails and social media posts, and administered venue's Instagram at up to three shows per week. Acted as a liaison between Lollapalooza artists and venue for official after shows, specializing in stage production procedures (budgeting, traveling, scheduling).

**Flavorpill**  
Copywriter  
May 2011-June 2012

Collaborated with all staff to manage CMS and write weekly copy for Chicago events under strict deadlines.

**Live Nation/House of Blues**  
Retail Associate  
August 2011-May 2012

Provided exceptional public relations and merchandising skills to increase sales. Managed daily income totals and cash flow.

**Thrill Jockey Records**  
Distribution Assistant  
January 2012-April 2012

Assembled and prepared 100+ vinyl records daily for distribution and retail sales.

**ALARM Press**  
Editorial Assistant  
May 2011-December 2011

Executed a wide range of journalistic tasks, namely authoring "Best Albums of the Week" reviews and conducting artist and label web Q&As.

**Milwaukee Art Museum**  
Visitor Services Representative  
June 2007-December 2010

Served as a face for the icon of Milwaukee. Informed tourists of city attractions and imparted knowledge about the museum, specifically its architecture and its collection.

# Brooke Koelndorfer

Address Phone Number Email

**Objective** To obtain a full-time administrative position in the arts and entertainment management field. This will allow me to utilize my strong communication skills as well as my office and time management abilities to gain career experience for my future in the music industry.

**Highlights Of Qualifications** **Computer Experience:** Microsoft Office, HTML Formatting, WordPress, and Salesforce.

**Personal Skills:**  
Excellent analytical written and research standards.  
Strong verbal and written communication abilities.  
Proven ability to work effectively independently or in a group.  
Efficient time management skills.

**Education** **Columbia College Chicago, Chicago, IL**  
Bachelor of Arts, Music Business Major, Marketing Communications Minor.

GPA:

Member: Dean's List, Learning Studio S.I. Leaders

Anticipated graduation date: May 2014

**Coursework**

Accounting, Applied Marketing: Music Business, Music Publishing I & II, Finance, Entrepreneurship, Digital Distribution, Promotional Marketing, and Copywriting.

**Experience** **Music Dealers, 328 S Jefferson St. Chicago, IL** **Business Development Intern** January 2014-Present

-Apply foundational music publishing and sales promotion skills to connect and partner emerging brands with independent artists.

-Utilize SalesForce to track and interact with potential music clientele of about 20 inbound leads a week.

-Discover trends and manage incoming lead inquiries while conducting preliminary research of various production companies and advertising agencies.

**Lacuna Entertainment, 2150 S. Canalport Ave. Chicago, IL**

**Public Relations Intern**

October 2013-January 2014

-Generated unique marketing strategies and sponsorship materials, including concept decks and synopsis sheets for art gallery showcases and similar live, creative promotional events with mixed art mediums.

-Compiled press releases and one-sheets publicizing events to conduct research on target consumers.

**Columbia College Chicago, 600 S. Michigan Ave. Chicago, IL**

**Fall Semester Supplementary Instructor-Accounting Leader**

September 2013-December 2013

-Actively involved students in the subject material and facilitated discussion among participants to understand accounting fundamentals five times per week.

-Created fifteen interactive accounting warm-up activities and curriculum exercises.

**C-Sharp Consulting, 618 S. Michigan Ave. Chicago, IL**

**Productions Manager**

September 2012-May 2013

-Corresponded with agencies to schedule an international tour with American Embassies and Consulates.

-Created artist accounts on multiple social media formats, including Facebook, and Artist E-Card.

-Established official website on WordPress to expand audience development and interaction.

-Grew fan base and artist awareness on Facebook and email databases by 40 individuals a month through developing new artist websites, newsletters, email blasts, and social media updates.

# Stephanie Hardy

Address | Phone | Email | URL

## Experience

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### **Biz 3 Publicity**

**[March 2013-December 2013]**

Position: Publicity Intern. Directly responsible for assisting with the overall workflow and administrative duties to support Biz 3's public relations efforts with national publications and television. This included writing press releases, budgeting, tour scheduling, acting as a liaison with artists, coordinating, scheduling, and archiving company campaigns and assets.

### **AEG Live**

**[February 2013-March 2013]**

Position: Promoter. AEG Live is the worlds second largest live show promotional company. Job duties included marketing, location management, creating awareness of shows, and online promotion.

### **Dead Fame**

**[September 2011-September 2012]**

Position: Marketing Intern. Dead Fame is a promotion company for various live shows around the Chicago area. Personal job duties included marketing, posting flyers, developing promotional campaigns, and strengthening regional awareness for all events.

### **Inner Sanctum Productions**

**[March 2007-September 2011]**

Position: Sales Associate and Gear Tech. Inner Sanctum Productions is a local recording company. Personal job duties included selling products, setting up and maintaining retail, as well as putting together and breaking down sound gear.

## Education

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### **Columbia College Chicago**

**[September 2011-May 2014]**

Major: Arts Entertainment and Media Management • Concentration: Live & Performing Arts Management • Declared Honors Student

### **Charleston County School of the Arts**

**[August 2005-June 2011]**

Major: Vocal for a year & Dance for six years • Participated in Honors and Advanced Placement Classes.

## Skills

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Good communication skills, strong work ethic, computer proficient, experience with filing, knowledge in advertising, marketing and the arts in general. Experience with public relations, in studio and field recording, promotion, tour scheduling, budgeting, on sight production, customer communication, and an understanding of all things music.

# Bobby Wegrarz

## Music Industry

Phone Number  
Email

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### Contracts Administrator & Booking Assistant | Live Nation

2013 - Current

- Administered and issued all contracts under the supervision of the talent buyers for artist riders, venues, insurance, and occasional partners
- Executed all amphitheater and arena venue holds for the company in Chicago and midwest
- Responsible for updating and maintaining the internal master show list calendar that forecasts shows up to a year out
- Assisted in ticket scaling and ticket orders
- Supported seating and sales operations

### Production Runner | Live Nation

2013 - Current

- Artist liaison responsible for coordinating travel, scheduling, and hospitality for artists, production crew, and artist management
- Promoted from within based on consistent output and experience with production

### Marketing Intern | Live Nation

2012 - 2013

- Collaborated with Marketing Directors to strategically develop events
- Researched target markets for concerts and event promotions
- Coordinated the distribution of materials, locations, and schedules for Live Nation street teams
- Created barter sheets for ticket giveaways and Live Nation's internal accounting
- Assisted in editing and updating performance contracts for Live Nation talent buyers
- Created and maintained a contact list of local media outlets
- Assisted Marketers on-site at shows and with meet and greets as a liaison to the press

### Performing Artist | Just Left

2008 - 2012

- Performed at the House of Blues, Metro, Congress Theater, The Rave, Van's Warped tour and SXSW
- Supported touring acts such as Fall Out Boy, All Time Low, and A Day to Remember
- Signed recording artist for Standby / Victory Records for the release of "Think Fast"
- Secured radio and media opportunities for the band through outlets such as 95WillRock and Q101
- Coordinated interviews for press outlets and meet and greets such as AP.net, F.Y.E., and Hot Topic
- Managed all social media sites and web presence for the band
- Designed promotional items such as posters, apparel, and web banners, for the group
- Acted as a liaison between the label, booking agent, management, attorney, and venues
- Advanced all shows with promoters and provided stage plots, riders, and contracts

### Tour Manager | The Fold & Schoolboy Humor

2009 - 2010

- Managed merchandising for the bands on a nightly basis and reconciled all shows with the venues
- Organized the tour routing and booked all travel, lodging, and equipment rental for artists
- Acted as a liaison between booking agent, band, and venue
- Assessed merchandise, ticket counts, and SoundScan numbers with the artists and promoters
- Allocated the artists' budgets for lodging, meals, and gas

### Education

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#### Columbia College | Chicago, IL

Bachelors of Arts Entertainment Media Management

Concentration in Music Business

2014

