

5245 BLOW STREET
ST. LOUIS, MO 63109

618.210.5013
HOLLY@GOLocalROCK.COM

OBJECTIVE

The opportunity to utilize my abilities in promoting and publicizing independent musical artists while also continuing to apply and develop managerial and coordinating skills, particularly in the area of street team management which allows me to develop a relationship with the artists' fans.

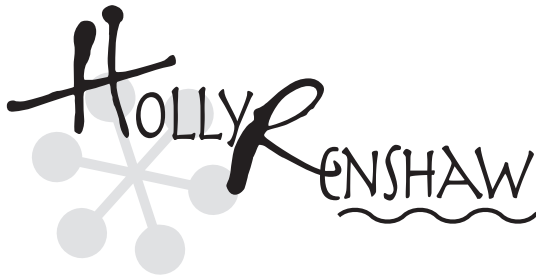
EDUCATION

- ↳ *Indiana University* 2005-2007 **M.S. TELECOMMUNICATIONS**
 - ▷ Experience with:
 - Photoshop Final Cut Pro HTML
 - Motion Flash InDesign
 - Illustrator DVD Studio Pro Dreamweaver
 - ▷ Completed courses in the schools of
 - Telecommunication Journalism Library and Information Science
 - Music Business Arts Administration and Development Management
 - ▷ Graduated with a 3.828 GPA

- ↳ *Southeast Missouri State* 2001-2005 **B.S. HEALTH MANAGEMENT - ATHLETIC TRAINING**
 - ▷ Worked as Student Athletic Trainer where I was responsible for on field evaluation, emergency care, prevention and management of injuries, and rehabilitation of the athletes under a Certified Athletic Trainer.
 - ▷ Internship at **HEALTHSOUTH AT NORTHWESTERN** Summer 2004
 - ▷ Recipient of Regent's Scholarship (2001-2005)
 - ▷ Graduated Magna Cum Laude

EMPLOYMENT

- ↳ *Best Buy* 2006-Present **MERCHANDISING SPECIALIST**
 - ▷ Duties include unloading merchandise from trucks, placing merchandise on the floor, making sure of accurate signage/pricing and correct functionality/look and feel of the store.
- ↳ *Barnes & Noble* 2007-Present **MUSIC SELLER**
 - ▷ Duties include receiving music shipments as well as assisting customers in their music selection.
- ↳ *Indiana University* 2005-2007 **ASSOCIATE INSTRUCTOR + RESEARCH ASSISTANT**
 - ▷ Taught 3 discussion sessions for an Introduction to Telecommunications course (Fall '05) and an upper-level Telecommunications Management course (Fall '06).
 - ▷ Assisted Norbert Herber in planning, promoting and coordinating the IDEAS Festival (Spring '06). Responsibilities included answering questions from applicants, receiving submissions, and coordinating publicity for the event.
 - ▷ Performed research with Mark Deuze involving promotion in the music industry via phone interviews with various professionals in the field (Spring '06) and co-wrote a manuscript entitled "Bandmakers: Artist Representation and Promotion in the Music Industry" which was submitted to "Popular Music & Society." (Spring '07)



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EXPERIENCE

- ↳ *Secretly Canadian* *May 2006-May 2007* **INTERN**
 - ▷ Secretly Canadian is an independent record label that houses 4 labels (Secretly Canadian, Jagjaguar, Brah, and Dead Oceans), along with a distribution company (SC Distribution), an international manufacturing company (Bellwether Manufacturing), and a recently added Radio Promotion Company (SC Radio).
 - ▷ Main responsibilities included assembling promotional packages for press, radio, and tv/film mail-outs for upcoming releases for in-house artists as well as artists for which they distribute; in addition to compiling, packaging, and mailing mail-orders, among other tasks within the publicity department. Some time was also spent in the distribution department where I checked in send-backs and reshelved returns.
- ↳ *WIUX-LP - Pure Student Radio* *Jan 2007-May 2007* **DJ / PUBLICITY COMMITTEE**
 - ▷ Served as DJ for Indiana University's student-run radio station, WIUX-LP. Also served on the Publicity Committee where our main responsibility included assembling and sending press packets for the station's Spring music festival, Culture Shock.
- ↳ *Limbeck Street Team* *2003-2007* **STREET TEAM COORDINATOR**
 - ▷ Managed online/offline street team for **DOGHOUSE RECORDS** artist **LIMBECK**. Main responsibilities included coordinating promotions for tours, albums, and the band in general.
- ↳ *Great Local Band Exchange* *2002-2005* **OWNER**
 - ▷ Co-owner of Great Local Band Exchange webzine (www.golocalrock.com), which aimed to encourage communications and facilitate promotions of unsigned and lesser-known bands. Also coordinates with local bands in the St. Louis and Chicago areas in order to assist in promoting upcoming shows.
 - ▷ Released a compilation CD in 2003 featuring local bands from around the United States.

REFERENCES

References available upon request.

