

## Objective

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Build community and drive revenue for brands through cause-driven, innovative, and organic marketing strategies.

## Education

**University of Connecticut**, Storrs, CT  
*Bachelor of Science in Business, May 2018*

**University of New South Wales**, NSW, AU  
*Education Abroad*

## Experience

### Warner Music Experience

*Sr. Product Manager, Merchandise*

New York, NY  
Nov 2021-Present

- Connect artists with brands for creative merchandise experiences that drive revenue and fan engagement.
- Communicate with management, artists, marketing, creative, and production to come up with fan-centric merchandise experiences for a roster of over 20 artists.
- Drive revenue through tour, D2C, licensing, and retail channels.
- Support and design marketing initiatives by connecting digital to the physical, using social media, new technology, and NFTs/the blockchain.

### Warner Music Group

*Manager, E-Commerce Operations*

New York, NY  
Nov 2018- Nov 2021

- Produce and launch an average of 4,000 units per week with developers and project management teams.
- Operate e-commerce software including Magento, Printful, Merchbar/Spotify integration, and social commerce.
- Manage the relationship between all label and central services (product manager, engineers, D2C, and warehouse).
- Create sprints and epics with project/team management systems like Asana, Jira, Basecamp, Slack, and OneNote.

### Good Looks Collective

*Marketing Director/Event Production*

New York, NY  
June 2018-June 2019

- Analyzed email and social media campaign numbers to grow click-through rates and ticket sales.
- Managed street team with over 250 members while educating and onboarding new members.
- Hired content creators to capture the energy at live shows and build hype online.
- Communicated directly with the artist team to build assets and promotion strategy/timeline.

### Big Management

*Social Media and Analytics Manager*

New York, NY  
May 2018-Nov 2018

- Tracked and grew social media and Spotify for Artists numbers for 19 developing musical artists.
- Promoted new releases and live shows with digital media and brand partnerships.
- Drove followers, streams, and engagement to artists through paid ads and creative content.

## Cause-Driven Marketing/Philanthropy

### Benny Presents LLC

*Founder, Impact Producer*

New York, NY  
Oct 2018-Present

- Create cause-driven marketing campaigns for artists to connect and grow their communities.
- Capture audience data and sponsorship dollars through highly curated experiences.
- Raised over \$10,000 through various cause-driven artist showcases, house/techno parties, and industry networking events.
- Build Spotify playlists with over 10,000 followers through targeted social ads and Discord.

### Hand in Hand

*Chairperson, Warner Music Group Community ERG*

New York, NY  
Nov 2020- Nov 2023

- Mission Statement: To elevate, empower, and build equity for marginalized populations through community service, aided by the power of music. We empower and encourage employees to engage in philanthropic activations with our artists.
- Founded Warner Music Group's first-ever Day of Service, with over 300 employees volunteering to support homelessness and hunger in their local communities.
- Raised \$3,000 for the non-profit through "Thoughtful Thrift." We partnered with macro/micro influencers to develop a creator's closet for fans and customers to shop from.
- Growing the Wrights House of Fashion Institute, a 3-month program that connects underprivileged youth with designers and signed recording artists to provide professional music industry experience.