

Y V O N N E D R A Z A N

MUSIC + ENTERTAINMENT PROFESSIONAL



(323) 273-9344



yvonnedrazan@gmail.com



Los Angeles, CA



linkedin.com/in/yvonnedrazan

PROFESSIONAL PROFILE

Music industry professional and entrepreneur with over 30 years of experience in A&R, music publishing, publicity, synchronization, event production, artist management, concert promoting, booking, and tour managing. Bi-lingual, bi-literate, and bi-cultural (English and Spanish). Proficient in Brazilian Portuguese

EXPERIENCE

Peermusic, Los Angeles CA 2003 - Present

World's largest family-owned independent music publisher

2003-2006 / LATIN CREATIVE MANAGER

2006-2013 / A&R DIRECTOR, LATIN DIVISION

2013-Present / VP LATIN DIVISION - Oversee A&R activities for US Latin division including scouting and signing new talent, negotiating catalog acquisitions and maintaining current roster of Latin writers. Vetting of signings for Pop/Urban and Country A&R Depts; direct coordination with artist/songwriters, management and record label executives to finalize authorship splits/© claims and implement marketing plans; promote, pitch and quote peermusic Latin repertoire to US-based Hispanic advertising agencies and consult with Film & TV department on Latin repertoire for synch placements.

Accomplishments:

- Signed and negotiated publishing deals with more than 25 writers/artists including Gloria Trevi, Molotov, Mala Rodriguez, Chiquis, Prince Royce, Chayanne, Lupita Infante, Plastilina Mosh, Gaby Moreno, Manu Manzo, Sofia Reyes, El Komander and ChocQuibTown, among others.
- Lead employee-based *Peer Events Team*, responsible for coordination of peerBliss Showcases, peerBreak Mixers, signing celebrations, and internal staff parties.

Surco/Universal Records, Los Angeles CA 2000 - 2003

Record label founded and run by Grammy and Oscar Winning producer and musician Gustavo Santaolalla

LABEL & PRODUCTION MANAGER - Coordinated album releases with Universal LatAm; managed album productions including travel, rehearsal/recording schedules, gear rentals, and music video production; organized all logistics for US and Mexico tours; pitched, negotiated and licensed synch placements to music supervisors and ad agencies. *Artist Roster:* Juanes, Molotov, Bajo Fondo, Bersuit, Orishas, El Otro Yo, and Arbol.

Accomplishments:

- A&R coordination for the million+ unit-selling, seven-time Grammy winning album, *Un Dia Normal*, by Juanes as well as the platinum-selling, Grammy winning album *Dance and Dense Denso* album by Molotov.
- Managed outside projects for Gustavo Santaolalla as film scorer (*Amores Perros*, *21 Grams*, *Motorcycle Diaries*) and producer for non-Surco artists (Kronos Quartet and Cafe Tacuba).
- Awarded a 2003 Latin Grammy Certificate and a 2003 Tele Award for the Best Short Form Music Video as the Producer of "Frijolero" by Molotov.

ACCOMPLISHMENTS

Latina Magazine featured profile "Power Players" about successful women in music business.

Founder of *Club Rock En Español* (1989) - first Latin Rock promotion/marketing company in the USA.

Leadership Music Alumni (2012) - Highly selective, 9-month music and business education course based in Nashville, TN

2019 Billboard Latin Power Player

AFFILIATIONS

Active member of both NARAS & LARAS Screening Committees

Volunteer translator for 2015 Special Olympics Latin American Gymnastics

Board of Director for Razorcake Magazine, a non-profit publication dedicated to supporting independent music culture

Mentor - 2016 Hollywood Reporter/Big Brother's Big Sisters "Women In Entertainment" program

Y V O N N E D R A Z A N

EXPERIENCE (CONTINUED)

Rhino Records, Los Angeles CA

1997 - 2000

One of the most respected reissue and comprehensive box sets labels in the US

NATIONAL MANAGER OF MEDIA RELATIONS - Communicated with all forms of media to publicize label's Mainstream, Latin and Urban CDs, Box Sets and DVD collections; organized meet and greets, press conferences, in-store appearances and record release parties; Latin market consultant to National Sales and A&R departments.

Accomplishments:

- Coordinated national PR campaigns for many musical legends including the Ramones, Devo, The Sugarhill Gang, Curtis Blow, The Cars, Marshall Crenshaw and Los Lobos, as well as various Grammy-winning box sets.
- Created the *Latin 101* course, to teach sales and marketing staff about the major styles of Latin music: Pop, Tropical, Regional Mexican, Rock/Alternative, Traditional/Folk and Urban.

Bobbi Marcus PR & Events, Santa Monica CA

1995 - 1997

PR MANAGER/EVENT PRODUCER - Communicated with Latin, Urban, Jazz and Mainstream media outlets; coordinated logistics for talent, presenters, and sponsors for the ASCAP Film & TV, Pop Music, Latin Music, and Rhythm & Soul Awards.

Accomplishments:

- Recruited more than 10 new clients to the firm including Dr. John, Mel Carter, and Caifanes.

Arrabal & Co, Los Angeles CA

May 1993 - January 1995

TOUR MANAGER / U.S. DIVISION MANAGER - Coordinated all aspects of the company's U.S. division including press conferences, release parties/in-stores, promo campaigns; road manager for US tours; coordinated logistics for travel, daily itinerary, load-in, sound check, and media; acted as liaison between booking agent, promoter and artist.

Artist Roster: Caifanes, Maldita Vecindad, Fobia, and La Castañeda.

EMI Latin, Hollywood CA

March 1990 - May 1993

MARKETING & SALES ASSISTANT - Coordinated new release sales sheets; implemented marketing campaigns; assisted promo department with special events and tours; monitored key retail stores and distributors; general office duties.

Artist Roster: Selena, Paulina Rubio, Mijares, Jon Secada, Ednita Nazario, Alvaro Torres, Victorimas Del Doctor Cerebro, and Grupo Mazz

CREE Management & Events, Los Angeles

October 1988 - Jan 1998

Recognized as the first organization to promote and market Latin rock music in the USA

FOUNDER/PRESIDENT - Promoted and booked shows for international and local Latin Rock artists in the USA; built strong relationships with Los Angeles venues such as The Roxy, The Whiskey, The Troubadour, and The Palladium, etc; worked with outside promoters to market their events; managed relationships with US Latin labels to create grass-roots marketing campaigns/street teams for their Latin rock artists; maintained a database of over 5,000 Latin Rock fans in L.A. and Orange counties.

ADDITIONAL EXPERIENCE

- Freelance Music Supervisor - Robert Duval film, *A Night In Old Mexico*.
- Volunteer critic and mentor for aspiring songwriters/artists at Musician's Institute in Hollywood, CA

SKILLS

>> PROFESSIONAL

- * 15+ years in music publishing
- * A&R (publishing and label)
- * Tri-lingual
- * Contract negotiation
- * Event production
- * Artist management
- * Concert promoting, booking, and tour managing
- * Publicity
- * Sync licensing
- * Talent acquisition
- * Budget Management

>> TECHNICAL

- * Microsoft Word
- * Microsoft Excel
- * Microsoft PowerPoint
- * Microsoft Outlook
- * Facebook
- * Twitter
- * Instagram
- * Snapchat
- * Mac + PC Operating Systems