

## Martha Kashaaru Betubiza

Greater New York City Area

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### Education

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**University of Maryland, College Park**  
Robert H. Smith School of Business  
Bachelor of Science, Marketing

College Park, MD  
May 2019

### Experience

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#### **She is the Music**

*Connect TogetHER Marketing Mentee*

Remote  
June 2020-Aug 2020

- 1 of 38 competitively chosen from 600+ applicants to participate in inaugural virtual Music Industry Mentorship Program for women
- Created a mock U.S. focused marketing plan for Belgian artist Angèle under the guidance of RCA's Senior Director of International Marketing

#### **iHeartMedia**

*Promotions Assistant*

Rockville, MD  
December 2019-Present

- Conducted backstage tours of Capital One Arena for top sales clients at Washington DC's Jingle Ball
- Live social media coverage for 6 station accounts to promote client events
- Photograph events for sales team recap presentations
- Prepare release forms for station contest winners in PromoSuite
- Aid in execution of artist meet and greets, adhering to time constraints and artist policies
- Assist Promotions Directors and Marketing Director in day-to-day administrative functions and ad-hoc projects

#### **Cuneiform Records**

*Social Media and Concert Promotion Intern*

Silver Spring, MD  
June 2019-Aug 2019, Jun 2017- Aug 2017

- Created monthly email newsletters to promote tours and new releases that were sent to 3,000 press and radio contacts, 5,000 fans and 400 artists
- Promoted 123 concerts by updating artist tour calendar and scheduling social content
- Maintained list of Cuneiform's press and radio contacts in FileMaker Pro in order to effectively market new artist releases
- Created a 10-page instructional manual detailing how to submit Cuneiform artists for consideration for the Grammy Awards
- Prepared Grammy submission materials for artist consideration
- Archived artist interviews, album reviews, and features for future use in promotional materials
- Maintained database of promotional activities to track efficacy

#### **United States Holocaust Memorial Museum**

*Marketing Project Management Intern*

Washington D.C.  
Jun 2018- Aug 2018

- Ensured successful new project launches by creating project schedules in Smartsheet
- Edited and restructured the handbook for Marketing Project Managers to streamline operations
- Collaborated with interns and staff to create an Instagram focused social media plan to promote the museum's internship program
- Crafted internal communications plan to drive awareness of diversity and inclusion initiatives
- Maintained event attendee database in order to identify and track donor prospects

### Skills

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Microsoft Office, FileMaker Pro, Smartsheet, Google Analytics, Mailchimp, Hootsuite

### Activities

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**Musicians on Call:** *Volunteer Musician at Children's National Hospital*