

# Maya Manzanero-Lopez

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## Education

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Berklee College of Music (Boston, MA) 08/2016-2020

- Bachelor of Music in Songwriting and Music Business Management (Entrepreneur Track)
- Dean's List GPA: 3.52
- Recipient of Berklee Achievement Award, Perricone Award, North American Scholarship, and Thrive Scholarship

## Experience

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Vice President/Head A&R, Creative Code Music and Management 01/2020-Present

- Scout unique and marketable talent
- Develop professional and trusting relationships with each artist
- Develop strategies with artists to best promote their true identity and artistry
- Give advice on musical and promotional content
- Organize and keep track of followers/plays/streams/subscribers and income of each artist
- Connect artists with other professionals within the music industry for collaboration/work
- File and organize administrative paperwork while communicating with and assisting the President of the company

Office Assistant, Ensemble Department, Berklee College of Music 01/2017-2020

- Perform office duties including paperwork, copying, filing, faxing, organization of office space and documents, answering phones, and sending emails
- Answer questions regarding the ensemble office policies and procedures to students and faculty members
- Promote ensemble concerts, activities, and events by designing posters and social media ads

Entrepreneur, Marketing and Management 11/2013-Present

- Organize goals and study marketing plans for artist development progression
- Manage social media content, providing new and interesting posts every day while investigating consumer interactions and needs to further marketing strategy
- Design and develop website, album art, and posters for artist, market artist's music, and direct videos to promote artistic talents
- Reach out to venues and market artist/band while negotiating fees and rates
- Collaborate with other artists, showcasing teamwork skills and ability to compromise

## Skills

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Administrative Computer Applications: • Word, Excel, PowerPoint, Google Docs/Sheets

Music-Specific Software & Hardware: • Finale, Sibelius, Garage Band, Logic Pro

Design: • Photoshop, iMovie, Wix, Wordpress, HTML, Visual Arts

Social Media: • Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, Soundcloud, TikTok

Music Related: • Voice, Piano, Keyboard, Ukulele, Bass, Guitar

Languages: • English, Spanish