

LAUREN GOODYEAR

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EDUCATION

Syracuse University, College of Visual and Performing Arts

Syracuse, NY

Bachelor of Music - Music Industry

(Degree expected May 2022)

3.8 G.P.A. A

- Dean's List Freshman and Sophomore Year
- Member of OMG Music Group
- Artist Manager and Producer for Syracuse University Records

RELEVANT EXPERIENCE

Syracuse University Records

2020 - Present

- Artist Manager for Syracuse Records, A&R team member
- Worked one on one with emerging artists, assisting in the production process and booking studio time.
- Hosted and prepared a livestream to showcase the artists signed with the label.
- Developed Marketing Plan's, EPK's and Kickstarter's with local, up-coming artists signed to the label

Social Media/Marketing assistant for SUR

- Designed graphics for auditions, emerging artists panel and livestream concert events
- Managed all accounts including Facebook, Instagram and gmail
- Provided detailed answers to all queries from interested artists, explaining how to sign with the label.

Main Squeeze A Capella

- The Spring P.R Director for Main Squeeze A Capella
- Created marketing plan for socials, brainstormed publicity and brand ideas
- Designed all posts and managed social media video content, kept Youtube channel up to date

WORK EXPERIENCE

Student Supervisor

2018 – Present

West Campus Starbucks

- Experience running the store, training new hires and creating good customer connections.
- Trained on bar, customer support and register.
- In charge of all operations in terms of stocking and prepping items, maintaining cleanliness, assisting fellow employees

Peer Advisor

June 2019- August 2019

Setnor School of Music

- Leadership role orienting incoming freshmen in the music school, planning student events
- Answered questions, provided guidance and helped arranging schedules.

SKILLS

- Microsoft Word, Excel, and Outlook, Google Drive, Google Docs, Bandzoogle, and Canva
- Fluent in German
- On-time, driven, able to follow directions, valuable customer connections, good people skills
- Creative/innovative graphic design ideas, artistic and unique in brand imagery and publicity
- Singer/Songwriter with experience arranging, producing and recording with a D.A.W and sharing files

