

Esha Krishnamoorthy

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EXPERIENCE

**NAMM (National Association of Music Merchants),
Carlsbad, CA**

Marketing Coordinator

August 2021 – present

Responsibilities: Email marketing and email creation on MailChimp; project management between departments and stakeholders through Monday.com and Airtable; writing copy for sales materials and various elements of the organization's website; creating marketing strategies for NAMM programs; managing communications to members, exhibitors, general attendees, and exhibitor prospects; writing articles published in international media outlets, including Canadian Music Trades magazine

Synopsys, Mountain View, CA

Enterprise Marketing and Communications Intern

June 2021 – August 2021

I worked closely with Synopsys' Corporate Marketing and Strategic Communications teams on a variety of projects.

Highlights: creating programmatic ad tracking codes in Taglynx, creating visual creative using Bannersnack, creating tutorials for marketing tools, working with Google AdWords and Google Marketing Platforms

The Recording Academy, San Francisco, CA

GRAMMY U Representative

November 2019 – May 2020

My role involved organizing events for GRAMMY U members to give access to "out of classroom" industry experiences. **Highlights:** organizing the first virtual GRAMMY U conference with the national GRAMMY U team, facilitating master classes and events with industry professionals

Music As Language, Morgan Hill, CA

Business Intern/Music Teacher

February 2016 – March 2020

I taught beginning piano, voice, guitar, and early music to individuals of all ages. When I was in high school, I managed the music school's social media accounts, worked on advertising projects, helped organize events, and did graphic design for the school's recitals and merchandise.

Freelance, South Bay Area, California

Private Music Teacher

January 2020 - present

I teach early music, piano, guitar, and singing to students of all ages. I create customized lesson plans for each of my students to ensure that they meet their personal goals while enjoying their exploration of music.

RELEVANT LINKS

Website:

<https://www.eshakmusic.com>

LinkedIn:

<https://www.linkedin.com/in/esha-k-aa0a54191/>

EDUCATION

BIMM Institute, London, UK

2020 - 2021

I earned an RSL Level 3 Diploma in songwriting at BIMM London. I studied a variety of concepts including music industry studies, lyricism, arranging, music history, and music production under the guidance of actively performing music industry professionals in the UK.

Santa Clara University, California

GPA: 3.9

Communication Studies

Summa Cum Laude

Class of 2020

I received my B.A. in Communication in June of 2020. I took courses in journalism, organizational communication, media studies, and diversity studies. For my thesis, I conducted an in-depth study on the cultures and leadership styles within large music organizations. Upon my graduation, I received an award and recognition from the Communication department.

PROFESSIONAL SKILLS

MailChimp

Monday.com Project Management

Microsoft Office

- Teams, Outlook, Powerpoint, Word, OneDrive

GSuite

- Google Drive, Google Workspaces

Facebook Ads Manager

EXTRACURRICULARS

Intern/Press Officer at UK-based Smash PR Agency:

October 2020 to June 2021

Highlights: writing press releases, conducting radio and press campaigns, organizing company contacts and spreadsheets, assisting on developing artist PR campaigns

Member of Santa Clara University Communications Honor Society (Lambda Pi Eta)

Recording and Performing Artist and Songwriter (Esha K.): June 2017 to present

Student Representative of Songwriting Diploma Cohort at BIMM London: September 2020 to June 2021

Artist Branding Consultant: Hired by Oakland, CA-based artist to assist with developing a cohesive brand and artist foundational and release strategy (2020)

5-Week Performance Program at Berklee College of Music, Boston: July 2015 to August 2015