

Maria C. Schroeder

Chicago, IL

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EDUCATION

DEPAUL UNIVERSITY, KELLSTADT GRADUATE SCHOOL OF BUSINESS

Chicago, IL

Master of Science in Marketing (GPA 3.9)

Expected - June 2023

DEPAUL UNIVERSITY (Honors), DRIEHAUS SCHOOL OF BUSINESS

Bachelor of Science in Business Management, minor in Music Business, cum laude (GPA 3.7)

June 2022

- DePaul Music Business Organization – President (October 2020 – June 2022)
 - Increased membership from 15 to 115 members in one academic year
 - Planned and led meetings, served as official spokesperson, delegated tasks to executive board members, maintained contact with faculty advisor, & liaised with Office of Student Involvement and DePaul Activities Board
 - Organized events such as concert with Alix Page, helped organize FEST student openers, industry panelists / speakers, open mics, house shows, local artist interviews, workshops, Red Bull partnerships, ticket giveaways, and more
- DePaul Music Business Organization – Treasurer (October 2019 – October 2020)

YONSEI UNIVERSITY

Seoul, South Korea

Summer Study Abroad

June – August 2021

ATLANTA INTERNATIONAL SCHOOL

Atlanta, GA

International Baccalaureate Diploma, Bilingual Diploma in Spanish and English

2004-2018

EXPERIENCE

Jeff McClusky & Associates

Chicago, IL

Project Assistant – Nelarusky

May – July 2022

- Nelarusky 15, an official Lollapalooza after show, in partnership with Special Olympics Illinois (SOILL)
- Maintained project tracking of 400-donor outreaches including responses, amounts, logo submissions, & required follow-ups resulting in donations of \$70,000 for Special Olympics Illinois
- Contacted potential donors on behalf of Jeff McClusky
- Personally obtained contributions from local breweries for green room
- Helped set-up VIP balcony for donors and maintained the backstage green room for artists and their teams

THE ORCHARD / SONY MUSIC ENTERTAINMENT

Chicago, IL

College Marketing Representative (20 hours per week)

January 2020 - Present

- Create and drive awareness of our artists by building relationships with college markets
- Maintain local Twitter, Facebook, and Instagram account that promotes Orchard artists
- Research and attend local and campus events, as well as organize listening events that promote our artists
- Distribute physical promotional items at record stores, lifestyle shops, and on-campus
- Write detailed reports on marketing and promotional efforts, maintaining timely communication with our management team in New York City
- Attend artist shows to distribute promotional tools and obtain feedback
- Improved self-management and analytical business skills
- Personally developed College Marketing posting schedule and campaigns for Jack White and ITZY
- Executed over 300 campaigns with over 1,000,000 total impressions

MUSIC GARAGE

Chicago, IL

Intern – Featured Artist, Marketing and Venue Relation (15 hours per week)

September 2019 - January 2020

- Responsibility for daily tasks such as setting up and taking down hourly rooms, preparing and tracking social media posts, executing front desk tasks, and assisting Music Garage's monthly tenants
- Liaising with Featured Artist Program, including the establishment and maintenance of relationships with Chicago bands/artists
- Supporting internal and external marketing efforts for promoting Music Garage
- Gained skills in customer service and working with entertainment personal

ADDITIONAL INFORMATION AND INTERESTS

- Organizations: Grammy U - Member of Chicago Chapter 2019-2023; DePaul Music Business Organization 2019-2023
- Languages: Fluent in Spanish; coursework in French and Latin; beginner Korean
- Computer Skills: Experience with Microsoft Word and PowerPoint; increasing knowledge of Excel