

SAMANTHA BERGER

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ACADEMIC HISTORY

University of Southern California | Los Angeles, CA

Master of Science: Music Business | Thornton School of Music 2021-2022

- Summa Cum Laude (4.0)

Bachelor of Arts: Theatre Arts with a minor in Musical Theatre | School of Dramatic Arts 2017-2021

- Magna Cum Laude (3.87)

WORK EXPERIENCE

A&R Coordinator, Interscope Records 08/22-Present

- Work directly under Carlos Cancela (VP of A&R) and Charlie Christie (VP of A&R and Marketing)
- Roster includes artists like: BTS, Lady Gaga, Carly Rae Jepsen, Still Woozy, Gracie Abrams, Alexander23, and more

A&R Intern, Interscope Records 06/22-07/22

- Research and pitch unsigned artists to the entire A&R team weekly
- Detect trends in streaming, social media, and sales data to predict future success of unsigned artists
- Ideate session ideas with varying artists, producers, and songwriters
- Coordinate studio sessions, events, travel, meetings, and more for the team

Music Curator & Writer, Early Rising 01/22 - Present

- Write 2-3 articles per week about upcoming/undiscovered artists in the music industry across a wide variety of genres
- Interview artists about their background, inspirations, current/upcoming projects & releases
- Contact artists & their management teams to receive press releases to better understand the project
- Scout/pitch talent to showcase on the Early Rising social media platforms as well as weekly crafted playlists

Artist Management Intern, Red Light Management 01/22 – 08/22

- Work directly under Justin De Marco (Director, Marketing, & Digital Strategy) & his team in the Electronic Music Division

A&R Intern, 9802 Management 09/2021 - 12/2021

- Scouted & researched new artists, songwriters, & producer talent for 9802 Management
- Created digital assets for artists to include in their Press Kits and EPK's, such as one-sheets

Admin Intern, DA Music 06/2021 - 09/2021

- Curated monthly spotlight playlists from the music library
- Handled/Managed new relations between DA Music & potential clients, & liaised with clients regarding ongoing projects, while logging and keeping track of all communications
- Following up via email and/or phone on all correspondence

Intern, Leslie Lewis Consulting 06/2019 - 05/2021

- Provided administrative support to the Executive Assistant and President
 - Maintained President's calendar; Organized schedule daily; Scheduled calls & meetings
 - Performed clerical duties including scanning documents, filing, etc. Maintained an organized archive of the company's documents
- Assisted with licensing, publishing, assets, & clearances for music in relation to the 2020 GRAMMY Nominees Album
- Helped with event coordinating & management for various artists
- Participated in extensive research & data collection

RELEVANT PROJECTS

SamxSam Productions Jul 2022-Present

- Founded and created SamxSam Productions – an event production organization dedicated to raising money & awareness to various social issues
- Created "Music For Movement" – a benefit concert in support of Planned Parenthood in which 100% of the proceeds went directly towards PP, selling 300+ tickets and selling out the venue
- Curated a lineup of all female performers (morgen, Abby Sage, Emei, gigi, and Lexi Jayde) and raised over \$7,000 for Planned Parenthood which was donated in a lump sum directly to the non-profit

Live Music Production & Promotion Spring 2020

- Created, marketed, promoted, & produced a virtual concert for mental health awareness that was streamed on Moment House. Donated 100% of the proceeds from the concert to The Trevor Project, raising over \$4,500.

SKILLS

Music Business Related:

- Chartmetric, Luminate, Soundscan, Ticketmaster, Pollstar, Ticket Counts, Spotify for Artists
- Knowledge of Performance Contracts, Riders, Settlement, Offer Sheets, One-Sheets, Press Releases

Computer Related:

- Microsoft Office, Google Programs, Canva, Keynote, FileMaker Pro, WordPress, Notion, Slack, Facebook Business Manager, Linktree, Linkfire, Komi, Hoo.be
- Social Media: Instagram, TikTok, Facebook, Twitter, Snapchat, YouTube, Blogging, Content Creation
- Database work with Zoho & Outlook: Generate email lists, newsletters, email blasts, letters, & invitations, guest lists

Other:

- Teamwork; Organization; Communication; Detail Oriented; Multi-Tasking; Leadership; Quick Learner; A&R; Playlist Curation; Management; Marketing