

Alice Macedo

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[LinkedIn](#)

EXPERIENCE

Ranked Music - *Strategy & Planning Intern* → *Content Specialist Intern* → *Strategy & Planning Specialist*

February 2021 - September 2021 → May 2022 - August 2022 → October 2022 - PRESENT

- Plans digital marketing strategies for artists' career growth and future releases, and executes influencer campaigns
- Worked on projects for Alicia Keys, Shakira, Anitta, Maluma, Myke Towers, Ivete Sangalo, Warner Music Latam, Sony Music Latin, and Universal Music Latin/Brasil

Universal Music Group - *Global Consumer Marketing: Media Intern*

June 2022 - August 2022

- Worked across all UMG labels and partner labels to execute media buys, assisted in media planning, analyzed campaign performance to develop best practices and case studies, and guided and improved the strategy of the digital media teams

Red Light Management - *Artist Manager Intern*

August 2021 - December 2021

- Analyzed and produced weekly streaming and data reports
- Created marketing plans and press kits for artist Ruth B

Fan To Band - *Product Development & Strategy Intern*

January 2021 - May 2021

- Worked on the expansion of the company through reaching out to other organizations and successfully acquiring partnerships and connected fans and artist's teams

Force Field PR - *PR Intern*

October 2020 - December 2020

- Organized press reports, press releases, press updates and press quotes for artists/bands in the company's roster

RollsRoyce Music Box - *A&R Intern*

October 2020 - December 2020

- Researched and contacts lists of potential/qualified artists and songwriters for publishing deals

ACADEMIC EXPERIENCE

Berklee Popular Music Institute

September 2021 - August 2022

- Participated in Berklee College of Music's distinguished institute
- Worked in the A&R process to select and develop artists to bring to a number of US festivals
- Attended and worked at Lollapalooza Chicago in July 2022

Berklee Law and Management Club - *Marketing Director* → *President*

August 2020 - May 2021 → May 2021 - August 2022

- Conducted all business matters/on-campus relations, and the partnership with the Harvard Recording Artist Program (RAP) by giving pro-bono legal counsel to musicians clients in need

Berklee Music Business Journal - *PR Manager/Writer* → *Editor in Chief*

September 2019 - September 2021 → September 2021 - August 2022

- Managed the journal, and curated new articles, analyzed potential future writers, sponsors and promotions, and wrote articles for issues of the journal

Berklee Women Musicians Network - *Event and Concert Coordinator*

August 2020 - May 2021

- Conceptualized and executed all the club's shows, projects and events

EDUCATION

Berklee College of Music

September 2018 - August 2022

Bachelor's Degree

Music Business/Management

GPA: 3.94

SKILLS

Social Media Platforms:
Management and Analytics

Chartmetric, Spotify and Apple
Music for Artists

Microsoft Office, Google Suite, IOS

Marketing & Management

Critical and Creative Thinking

Problem Solving

Time Management

Organization

Leadership

Live Music and Concert
Production

LANGUAGES

Fluent in English and Portuguese

Proficient in Spanish

Basic French

AWARDS

Dean's List x3

Music Business Association 2020
Scholarship

Berklee Merit Based Grant x3

Music Business Department -
Marketing & Technology Award

Boston Magazine Endowed
Scholarship

Music Business Department -
Entrepreneurship Award

Berklee Popular Music Institute Award