

SOPHIA REUTER

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RELEVANT WORK EXPERIENCE

DCW MEDIA

Ronkonkoma, NY

ADMINISTRATIVE ASSISTANT

Feb 2023-present

- Assisting an office of about 30 people by answering phones and emails, maintaining a calendar, and managing the office
- Using Sage Accounting to generate invoices, collecting data from clients and organizing into Excel sheets
- Arranging travel plans, flights, hotels, etc. for clients and employees

THE PARAMOUNT

Huntington, NY

HEAD OF MERCHANDISE

Aug. 2021-present

- Selling merchandise for artists at a 1500-person capacity venue, accepting cash and credit payments
- Recording inventory and calculating profits owed to the venue using Excel
- Communicating with managers on the needs of their acts and advancing our upcoming shows

SOUTHDOWN COFFEE

Huntington, NY

MANAGER

Sept. 2020-June 2021

- Managed a storefront coffee shop and a team of 15 employees
- Ordered and restocked inventory for store, counted and handled cash drawers, as well as maintained customer satisfaction
- Created relationships with local companies and vendors to partner with the store

MAD DRAGON RECORD LABEL

Philadelphia, PA

MARKETING INTERN

Sept. 2016-June 2020

- Planned and executed promotional events and concerts for signed artists
- Discovered and recruited artists to collaborate with our label
- Presented weekly updates to label superiors

MAGUS ENTERTAINMENT

New York, NY

MANAGEMENT INTERN

June 2019-Sept. 2019

- Provided administrative support to multiple artist managers, screened phone calls, organized office calendar
- Coordinated travel and accommodations for managers and artists
- Tracked invoices, filed confidential documents, maintained office

GRANDSTAND MEDIA

New York, NY

PR INTERN

June 2018-Sept. 2018

- Researched artist tours, collected published press, updated press reports
- Sent out press pitches to journalists/photographers to cover our clients' shows
- Updated social media to display published press

HEAR & THERE / RELIX MAGAZINE

New York, NY

MARKETING INTERN

June 2017-Sept. 2017

- Sent marketing and partnership emails to music industry professionals
- Conducted artist research and tour tracking
- Used DoubleClick for Publishers (DFP) to create geography-based marketing campaigns

EDUCATION

DREXEL UNIVERSITY

Graduated 2020

BS in Music Industry

Minor in Business Admin and Photography

CIEE GLOBAL INSTITUTE IN LONDON

April 2019-June 2019

SKILLS

Adobe Creative Suite

Nielsen SoundScan

Double Click for Publishers

Microsoft Office Suite

G Suite

Apple OS

MailChimp

Logic Pro

Sage Accounting

ORGANIZATIONS

The Recording Academy

Drexel's Flux

She Is The Music

Skylyne Records