

Lee Cash Chisholm

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279 Troutman St. 2R, Brooklyn, NY

EXPERIENCE

Creative Marketing & Music Coordinator | Found Objects Music Productions (FO)

January 2022 - Present

Full-time position at award-winning music company that composes original music & music supervises for film, TV, and advertising.

- Assisted Music Supervision Team in sourcing tracks and liaising with labels and publishers.
- Led comprehensive FO marketing efforts: social media, newsletters, playlists, website updates, and awards submissions.
- Formulated and executed monthly/annual marketing goals, driving strategic changes for improved engagement.
 - Achieved a 63.4% Instagram follower increase.
 - Performance rate of monthly Newsletter increased 54%.
- Supported production and sales teams in CRM software adoption and enhanced sales strategies.
- Pioneered event planning, establishing efficient invitation systems and fostering industry collaboration.
- Managed studio operations including optimizing environment, bookings, and client interactions.

Social Media Marketing and PR Strategist Intern | The Association of Music Producers (AMP)

January 2021 - January 2022

Part-time position at non-profit that advocates for music professionals creating music and sound for advertising.

- Curated compelling social media campaigns for monthly events and annual awards show. Successfully boosted event attendance and brand recognition.
- Devised a comprehensive strategy to increase membership, fostering sustainable long-term growth
- Produced captivating and tailored content across newsletters, website, and social media, optimizing engagement, fostering community, and enhancing brand visibility
- Revitalized website through strategic updates, content expansion, and a modern redesign, yielding enhanced credibility, and community growth

Social Media Coordinator | Erica Tanov Inc.

January 2021 - December 2022

Part-time position with Erica Tanov Inc., a clothing and home goods brand.

- Collaborated across marketing and sales to enhance brand appeal and engage audiences.
- Led industry-specific campaigns, boosting sales and interaction, while fostering influential partnerships for extended brand visibility.
- Proficiently managed diverse social media tools, optimizing campaign outcomes.

HARD SKILLS

Software Proficiency: Microsoft Office, Google Suite, Adobe Photoshop, Canva, Cloze, Slate & Source, Squarespace

Copywriting: Strong skill set in crafting compelling and engaging written content.

Social Media Management: Expertise in effectively managing various social media platforms. (Instagram, Linked In, Twitter, TikTok)

Analytics Mastery: Proficient in Facebook and Google Analytics for data-driven insights.

Spreadsheet Proficiency: Working knowledge of Excel and Google Sheets for data organization and analysis.

SOFT SKILLS

Effective Communication: Proficient in public speaking and delivering engaging presentations.

Organizational Excellence: Detail-oriented with strong organizational skills.

Interpersonal Proficiency: Exceptional interpersonal skills, known for maintaining professional relationships across diverse networks.

Music Curation Expertise: Well-versed in music curation, with up-to-date knowledge of emerging trends.

EDUCATION

University of California, Davis, — Communications B.A

September 2016 - June 2020

3.5/4.0 GPA, Dean's Honors List

Freie Universität Berlin — Study Abroad

August 2018 - December 2018

OTHER PROJECTS

DJ | Lee Cash

Dedicate most of my free time to exploring, discovering, and curating music. Frequent engagement in DJing events, spanning parties, bars, and clubs, with a notable performance at the esteemed Brooklyn Club, NightMoves.

AMP | Awards Committee Member

Volunteering with AMP, I contribute to orchestrating their annual award show. My involvement encompasses event planning, seamless artist coordination, fundraising endeavors, and driving attendance through effective online campaigns.