

Shahar Roda

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PROFESSIONAL EXPERIENCE

Extramedium - Remote

Freelance Graphic Design + Art Direction

June 2020 - Present

- Provide graphic design and art direction services for the entertainment industry, specializing in album artwork, tour posters, merchandise, vinyl packaging, and simple video editing.
- **Clients:** Lizzy McAlpine, Milk., Chiiild, Godmode, Avant Garden Records, PawPaw Rod, Against All Evil, Pilot Magazine

Avant Garden Records - Los Angeles, CA

Day-to-Day Manager + Project Manager + Asst Art Director

Dec 2021 - March 2023

- Liaised between artists and internal teams, managing artist calendars, overseeing merchandise business, and facilitating tour preparation.
- Project managed three acts on the label side, overseeing rollout plans, coordinating social media and promotional posts, handling legal terms, and managing budgets.
- Executed specific art direction tasks such as tour poster design, video and still ad creation, and oversaw social media as well as photo music video shoots.

Executive Assistant to Co-Founders

March 2021 - Dec 2021

- Managed company calendars, scheduled calls and meetings, booked travel, and assisted with label releases.
- Project managed Peace of Mind Records, scheduling and uploading weekly releases across multiple DSPs.

Creative Artists Agency - Los Angeles, CA

Music Touring Assistant

Oct 2018 - Aug 2020

- Coordinated booking, routing, and contracting of tours and one-off shows for international and domestic clients.
- Managed holds and offers, input deal points, coordinated tour marketing and announcements, and tracked/released funds.
- Handled administrative tasks including high-volume phones and emails, expense tracking, and travel booking.

Mailroom Clerk

July 2018 - Oct 2018

- Acted as the face of the company, greeted guests, filtered incoming calls, and provided security assistance.
- Managed mail distribution, package creation, and delivery to FedEx, and assisted with event set-up and check-in.
- Graduated from the Agency Assistant Training Program with mastery of technical phone and Outlook skills, knowledge of CAA's proprietary applications, and exposure to the entire CAA business portfolio.

EDUCATION

University of California, Santa Barbara

College of Letters and Sciences Honors

Bachelor of Arts, Communication

Minor: Professional Writing Multimedia Communication

SKILLS

Technical Skills: Adobe Creative Suite, Final Cut Pro, Google Workspace, Shopify, Outlook, MasterTour, DSP Backends

Soft Skills: Communication, Time Management, Project Management, Adaptability, Problem-Solving, Attention to Detail, Team Collaboration

Languages: Hebrew (fluent), French (proficient)