

Isa Klar

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Los Angeles, CA

University of Southern California
Bachelor of Science, Music Industry Major

MARKETING & ARTIST MANAGEMENT

Marketing professional with extensive experience in artist management, event production, and digital campaign strategy in the music and entertainment industries. Successfully marketed Grammy-nominated and chart-topping artists, leading press photoshoots, creating promotional materials, and executing innovative marketing strategies that drove measurable growth.

EXPERIENCE

Top Dawg Entertainment (TDE)

July 2022 - Nov 2024

Marketing Manager & Artist Management

- Day-to-day mgmt. and digital marketing for DoeChii during 4x Grammy-nominated *Alligator Bites Never Heal* Mixtape release & rollout
- Create and execute digital campaigns for social media platforms (IG, FB, TT, YT, X, & Snapchat); launch influencer campaigns with third-party companies
- Write and distribute promotional materials including one-sheets, artist biographies, press releases, etc.
- Design pitch decks detailing artist brands; sponsorships; event activations; physical and digital marketing strategies; etc
- Foster relationships with fan pages to seed promotional content
- Organize press photoshoots and short-form content shoots for TDE roster
- Pitch and coordinate press opportunities for roster artists, delivering necessary assets
- Organize and execute high-profile events, including release parties & meet-and-greets (e.g., DoeChii's *Alligator Bites Never Heal* release party, ScHoolboy Q's *Blue Lips* Early Listening Concert, etc.)

Top Dawg Entertainment (TDE)

Dec 2021 - June 2022

Marketing & Publishing Intern

- Assisted PMs in strategic planning and rollout execution
- Created timelines, deliverables, and branding decks
- Work collaboratively to manage credit information for upcoming releases

High End Management | Assistant for CEO Rashad Talley | July - Dec '21

Noa Noa Music | Publishing Intern | Feb - May '21

M/Y Lady Bee 142' | Third Stewardess | June - Aug '20

Vanquish Studios | Studio Intern | Aug - Dec '19

Rising Starz Music Academy | Voice, Piano & Music Theory Teacher | June '17 - Dec '19

SKILLS

- Develop and execute digital strategies to drive campaign success.
- Manage day-to-day communications and operations directly with artists, managers, and partners
- Oversee project rollouts, coordinating timelines and deliverables to meet strategic goals
- Create interactive promotional assets, including one-sheets, artist decks, biographies, etc
- Design and manage digital assets for campaigns, optimizing content for various platforms.
- Craft and distribute impactful email blasts to enhance engagement and communication.
- Collaborate with creative teams to maintain brand consistency across marketing materials.
- Analyze campaign performance metrics to refine strategies and improve outcomes.