

# Sierra Marsch

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## Leadership Experience & Extracurriculars

### She Is The Music

Music Management Mentee

**Remote**

June 2025 - August 2025

- Selected to study music management, engaging in weekly one-on-one sessions with a proficient mentor to curate and present the “**Artist Management Tool Kit**” for rising music industry professionals

### The Recording Academy - GRAMMY U

Member → Ambassador

**Washington D.C.**

July 2025 - Present

- Assist with **onboarding** and **programming** for networking and experiential learning events with The Recording Academy for aspiring professionals and creatives in the music industry as a member of the local chapter

### Maryland Music Business Society

Member → Director of Outreach → Vice President

**College Park, MD**

September 2023 - Present

- Initiate programming collaborations** with organizations on and off campus to host 20+ educational events, lectures, and field trips for aspiring music professionals

### Sony Music Entertainment - Arista Records

College Marketing Representative

**Remote**

August 2025 - Present

- Connect Arista's roster** to UMD's campus and surrounding areas through **digital marketing campaigns**, organization **collaborations**, and hosting **artist-focused events**

### @dwgtourupdates

Social Media Manager

**Remote**

October 2025 - Present

- Developing @dwgtourupdates on Instagram, providing tour-specific updates and **fan engagement opportunities**, creating a welcoming space for fans of Del Water Gap to connect across 48 shows during the Chasing The Chimera World Tour

## Professional Experience

### I.M.P.

Marketing Team Member

**Washington D.C.**

August 2025 - Present

- Spread awareness**, help **drive ticket sales**, and **boost excitement** for upcoming shows with 450-20,000 patrons at The Atlantis, Lincoln Theatre, The Anthem, and Merriweather Post Pavilion through various on-site **tabling**, **outreach** initiatives, local distribution of promotional assets, and digital marketing efforts
- Recruit and monitor** engagement of I.M.P.'s fan reward system, Friends with Benefits

### Student Entertainment Events

Marketing Director

**College Park, MD**

November 2024 - Present

- Brainstorm, organize, and administer** campus-wide marketing **campaigns** for 80+ events per year, ranging from 10-10,000 attendees
- Curate strategic **marketing plans** and **propose initiatives** for artists and talent, lead and **advocate** for the promotions team, **email marketing**, ordering promotional materials, and co-directing general body meetings
- Recruit and direct** members of M Team, who serve as a street team for SEE's largest marketing campaigns

Production Team

September 2023 - November 2024

- Organize and monitor events stage construction and break down, crowd management, and addressing talent's hospitality needs

## EDUCATION

### University of Maryland

*Bachelor of Arts, Marketing • Bachelor of Arts, Psychology • Minor, Arts Leadership*

**College Park, MD**

Current GPA: 3.6

Expected: May 2027

### NYU TISCH - Yellowbrick

*Music Industry Essentials Certificate*

**Remote**

Expected: May 2026

## SKILLS

- *Data Management (Certification in Excel, Microsoft Office, Google Workspace, R Coding)* • *Mastertour* • *Canva*
- *Contract Management* • *Crowd Management, Safety, & Hearing Training* • *Radio Training* • *CPR/First Aid Certified*