

# Harsh Rathore

## Music Business | Artist Operations | Live Events

Passionate about the work that happens behind the stage, I've been building a career in industry for the past 8-9 months at Dole's Music. Started by coordinating with artists at college festivals, and currently balancing this with my role as a software developer at Fretron, which gives me technical skills that complement the creative side of the industry.

10+ Artists Booked

6000+ Festival Capacity

₹22L+ Revenue at Dole's Music

₹30L+ Sponsorships Secured

### Halla Bol - Rajasthan Royals Anthem at Vivacity 2023

Pitched the idea of a live anthem reveal to Rajasthan Royals team and they made it happen. We handled all on ground operations for the performance with 6000+ fans, stage production, artist coordination on the day, and making sure everything ran smoothly. [Watch the Anthem](#)

### Project: Cultural Institution Strategy [View Case Study →](#)

Strategy project for a legacy Indian vocal ensemble. Analyzed digital performance, developed a Conversion Score framework for creator partnerships, and created a roadmap for digital growth and collaborations.

## EXPERIENCE

### Building at Doles Music

Feb 2025 - Present

#### Dole's Music | End-to-End Audio Solutions

- Working on client relationships for music production projects (lyrics, composition, background scores, mixing, mastering)
- Reaching out to ad agencies and production houses for sync opportunities
- Helped launch a custom songs vertical for weddings and brand anthems
- Revenue generated so far: **Rs 22L+** (avg project value Rs 40K)

### Artist Relations & Production

2021 - 2023

#### Vivacity Festival, LNMIIT

- Helped book and coordinate with **10+ artists** for our college festival (6000+ attendees)
- Worked with artist managers and booking agents on contracts and requirements
- Managed green room setup, technical riders, and artist hospitality
- Handled day of coordination: arrivals, sound checks, set timings
- Dealt with on ground issues like delays, power problems, and last minute changes
- Helped secure **Rs 30L+** in sponsorships from brands like Rajasthan Royals, Okinawa, Linc

Amit Trivedi

Asees Kaur

Raftaar

Dream Note

Lost Stories

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## EDUCATION

### B.Tech, Computer Science

2024

LNM Institute of Information Technology, Jaipur

## DEV BACKGROUND

### Software Developer - Fretron (2+ Years)

- Technical background for digital tasks
- Work with Spotify for Artists data
- Build artist websites and EPKs
- Track ad campaigns and create reports

## WHAT I CAN DO

- Handled green rooms, riders, and day-of artist needs for 10+ artists
- Worked directly with booking agents on contracts
- Managed stage production for 6000+ capacity events
- Can build artist websites and track streaming data

## LOOKING FOR

- Artist operations or touring support
- Day-to-day management assistance
- Live events coordination
- Any role where I can contribute and learn