

Music Business | Artist Operations | Live Events & Digital Support

Software developer with 2+ years of experience, currently working in music business and artist operations at Dole's Music. Combining hands-on live event experience with a technical background.

Highlight: The Halla Bol Play (RR x Amit Trivedi x Vivacity 2023)

Turned an artist booking into a national brand moment. Pitched and executed the LIVE reveal of Rajasthan Royals' official anthem at Vivacity with 6000+ fans. Coordinated between RR marketing, Amit Trivedi's management, and production teams. Executed on ground and digital fan engagement content that increased visibility for Vivacity across artist and festival channels. [Watch the Halla Bol Anthem](#)

PROFESSIONAL EXPERIENCE

Music Business Lead Feb 2025 to Present  
Dole's Music | ₹22L+ Revenue Generated

- B2C Music Production:** Managed end-to-end music projects including lyrics, composition, background scores, and final delivery, with an average project value of ₹40K
- B2B Sync & Production:** Reached out to ad agencies and production houses for background score opportunities and assisted in pitching co-production ideas to music labels
- Custom Songs Vertical:** Helped launch a new vertical focused on wedding songs, anniversary gifts, and brand anthems, contributing to early partnerships and pipeline development
- Supported in making Meta ads campaigns targeting indie artists and aspiring musicians

Artist Relations & Live Production Lead 2021 to 2023  
Vivacity Festival, LNMIIT | ₹30L+ Sponsorships Secured

- Booked **10+ artists** across hip-hop, indie, EDM, and Bollywood with fee negotiations ranging from Rs 5L to Rs 25L
- Secured **₹30L+ in sponsorships** (Rajasthan Royals, Okinawa, Linc, and more)
- Managed **6000+ capacity** multi-day festival including sound, lighting, and stage production
- Managed artist contracts, technical riders, green room operations, and handled live-event crisis situations in real time
- Built lasting relationships with booking agents

Software Developer 2+ Years Experience  
Tech & Digital Skills (Support & Capability)

- Comfortable working with Spotify for Artists and streaming dashboards to understand audience geography, playlist placement, and release trends
- Can build basic artist websites, EPKs, and landing pages independently using web tools
- Support digital campaign planning by tracking ad performance, learning analytics basics, and assisting with reporting
- Act as a coordination bridge between artists, designers, and marketing teams during digital executions

EDUCATION

B.Tech, Computer Science Engineering  
LNM Institute of Information Technology, Jaipur

CORE COMPETENCIES

- Artist Operations**  
Artist Booking & Negotiations, Contract Management, Technical Riders, Green Room Operations, Live Event Production
- Music Business**  
Label Relations, Sponsorship Acquisition, Brand Partnerships, B2B & B2C Strategy, Sync Licensing
- Digital & Tech**  
Spotify for Artists (basic analytics), Meta ads (campaign setup & monitoring), Artist websites & EPKs, Basic reporting & digital coordination
- Production**  
Sound & Lighting Coordination, Stage Management, Festival Operations, Crisis Management

SEEKING OPPORTUNITIES IN

- Artist Marketing & Management
- Label Digital Strategy
- Music Tech Startups
- A&R support and data-informed artist evaluation
- Live Events & Festival Operations

KEY METRICS

- ₹22L+ Revenue at Dole's Music
- ₹30L+ Sponsorships Secured
- 10+ Artists Booked
- 6000+ Festival Capacity