# Harsh Rathore

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## 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.

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### 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

### 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.

## 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

### 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

## 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), Artist websites & EPKs

**Production**
Sound & Lighting Coordination, Stage Management, 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