

# REHAN JAY MANICKAM

150 Mass. Ave | Boston, 02115 | 617-820-7031 | rmanickam@berklee.edu

## PROFILE

Undergraduate at Berklee College of Music, dual majoring in Music Production & Engineering and Music Business Management. Ambitious professional with a mission to acquire and develop core skills required to undertake projects from conception to completion. Focused vision of revolutionizing the performing arts through constructive strategies related to business, production and design.

## EDUCATION

### BERKLEE COLLEGE OF MUSIC, BOSTON – B.A. IN MUSIC PRODUCTION AND ENGINEERING & MUSIC BUSINESS MANAGEMENT

Fall 2017 – May 2021, 3.88 GPA, Consecutive Dean's List Recipient '17 – '19.

Activities and Societies: Law and Management Board Valencia – President | Student Advisory Board | Student Ambassador Valencia – President | Music Business Club (MEISA) | Music Business Association | Audio Engineering Society (AES) Boston / Valencia | Sound Design Network Association | SOFAR Sounds Valencia.

### HARVARD LAW SCHOOL – CERTIFICATION IN COPYRIGHT LAW / ENTERTAINMENT (COPYRIGHTX)

January – May 2019

### TURNER FENTON SECONDARY SCHOOL, BRAMPTON, ONTARIO – IB DIPLOMA

September 2014 – September 2017, Graduate Ontario Scholar 2017

Activities and Societies: Student Council | DECA Ontario / ICDC | IB Mentorship Conference | CultureFest! | Black History Month Conference | Social Change Youth Leadership | Ink Movement Canada.

## EXPERIENCE

### Volunteer, Boston Calling

May 2019

Boston, MA

- Assist AD departments and production for all festival related events, gain on hands experience with festival management and event development.

### Brand Ambassador, 88Rising

February 2019 – Present

New York City, NYC

- Create and contribute to social media campaigns, Content Marketing and Positioning, Strategic Social Media Development, Brand Representation.

### Digital Marketing and Consulting, GH Strategic

June 2018 – December 2018

New York City, NYC

- Consultancy on marketing and social media campaigns, Integration of media and data analysis with emphasis on revenue management, Branding, M&A and development / training.

### Revenue Management & Optimization, flydubai Airlines

June 2017 – August 2017

Dubai, UAE

- Analyze and compare forecast reports for route sectors / OD's, Develop and Enhance forecasting models for revenue projections, Categorize and Analyze growth trends per POS-OD for sectors.

## SKILLS

60+ Studio Hours AvidS5, Contemporary / Classically Trained Pianist, Adaptability, Detail Oriented, Professionalism, Time Management, Tenacious Work Ethic, Diligence, Team Management & Leadership, Communications, Operations, Data Analysis, Digital Marketing, Artist Relations, Live Sound, Post / Pre Production, Mixing / Mastering, Microsoft / Google / Adobe Tools and Software. Proficient Languages: English, Hindi, Urdu, Arabic, Tamil.