

Michaela Wells

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Areas of Experience

- | | | |
|---------------------------|----------------------------|---------------------------------------|
| - Artist Management | - Market Research | - Customer Relationship Management |
| - Marketing | - Negotiations | - Proficient in Excel and Word |
| - Sales | - Operations | - Novice in Photoshop |
| - Social Media Management | - Managed Booking Calendar | - Liaised with Promoters for bookings |

Education

B.B.A. Marketing from Grand Valley State University, Grand Rapids, MI
B.B.A. Supply Chain Management from Grand Valley State University, Grand Rapids, MI
American University of Rome ~ study abroad program June of 2018
Michigan State University – Full Stack Coding Bootcamp

Work Experience

Quicken Loans – Condo Project Underwriter – Remote

September 2020-Present

- previous roles: Loan Analyst, Booster Underwriter
- analyzes risk of loan
- requests additional information as necessary
- reports and collaborates with other departments on findings
- makes eligibility decisions; approves or rejects loans based on findings

Banquet Server – Amway Hotel – Grand Rapids, Michigan

December 2018 – July 2020

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| • client and customer facing role | • track consumption numbers from events |
| • worked with clients to meet last minute requests | • made sure service quality was top notch |
| • worked private events | • set up equipment for events |
| • adjusted event spaces on short notice | |

Sales Lead – Charming Charlie – Grand Rapids, Michigan

September 2017 – May 2018

- worked with clients to find products that best fit their needs for occasions
- upselling products on client sales
- wrote out sales goals for the day
- tracked dollar metrics for the team and set goals for daily, weekly and monthly numbers regarding sales

Artist Management – Nikademis

March 2020 – April 2022

- Worked to gain support of larger artists; Illenium, Big Gigantic, Blanke, We Are Fury
- Secured official remixes for We Are Fury and Big Gigantic
- Negotiated and secured national bookings, managed booking calendars
- Expanded fan bases and increased reach on artist social media accounts
- Coordinated merch drops for artists.

Logistics/Travel Coordinator – Blanke

August 2021 – December 2021

- Show logistics; confirmed set times, artist riders, visuals received via email
- Festival Logistics; responding to emails, collecting documents, and filling out google forms
- Booked flights and hotels for festivals and shows

Insomniac Events - Electric Forest Music Festival

Summer 2019, 2022

- Worked on-site pre-festival making sure all backstage areas were set up and ready for talent
- Set up artist rooms with power and furniture
- Filled riders/gift baskets for artists

Prime Music Festival

Fall 2018

- Worked the box office handling check in, managed guest lists, issued credentials to artists and artist teams