

AARA J. HOLTZCLAW

STRATEGIC COMMUNICATIONS

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EDUCATION

Hampton University
December 2015
Hampton, VA

SCRIPPS HOWARD SCHOOL OF JOURNALISM AND COMMUNICATIONS

- Cumulative GPA: 3.45

EXPERIENCE

Sony Music Entertainment
08/2014 – present

COLLEGE MARKETING REPRESENTATIVE

- Assist in the development of breakthrough artists and developed artist on various Sony Music labels
- Organize listening events in market in order to preview new music and projects
- Promote artist digitally via social media including Twitter, Instagram and Tumblr

Hampton University 2015 Homecoming Committee
05/2015 – 10/2015

HOMEcoming CONCERT COORDINATOR

- Booked and negotiated contracts with artist's managers and agents
- Developed concert lineup headlined by Hip-Hop artist Fetty Wap
- Created digital concert promotion plan for social media platforms

The North Star Group
06/2014 – 08/2014
New York City, NY

SUMMER INTERN

- Strategically planned special events for The Source Magazine alongside executive staff
- Published original content for thesource.com and jonesmagazine.com
- Copy edited Jones Magazine "Fall Fashion" Issue #17

Sway's Universe
08/2013 – 05/2014

DIGITAL INTERN

- Created digital content daily regarding today's music and pop culture
- Transcribed "Sway in the Morning" interviews
- Managed social media accounts including Twitter and Youtube

ORGANIZATIONS

Public Relations Student Society of America

Vice President • Junior Executive Council

The Hampton Script **Digital Editor**

SKILLS

Adobe Creative Suites • Microsoft Office •

Wordpress • Pinterest • Twitter • Tumblr • Vine •

HTML & CSS Coding