

# ANDREEA IRINA BALICA

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EU CITIZEN, LIVES IN PARIS

## MARKETING EXPERIENCE

### TICKETSWAP, BUSINESS DEVELOPER US MAR 2017 - JUN 2018, AMSTERDAM

Tailored the Dutch ticket reselling service model for the US market and led market growth:

Worked frequently with Product and Support teams to report UX flaws, reshape English communication, solve intricate customer and event issues

Assessed benefits, risks and barriers to entry in building strategies for immediate growth. Curated NYC, Chicago and SF Content and identified nationwide events with immediate ticket reselling potential

Identified potential partners (venues, ticketing companies, key industry players) and collaborators (PR, bloggers, journalists)

### FREELANCER, EVENT PRODUCTION ONGOING, WORLDWIDE

Served as main point of contact for artists and management, solved ad-hoc requests and mediated conflicts to ensure a smooth running of the event

Festival Production	Netherlands: ADE Loveland 2017, Mysteryland 2017, Music On 2018, REC Festival (2016-2017), Expedition Festival 2017, Motel Mozaique 2017
	France: The Peacock Society 2017, WE LOVE GREEN 2018
	USA: Pitchfork Music Festival 2013, 2014
Artist Liaison	Isaiah Rashad, Terrace Martin & The Pollyseeds, Danny Brown, Noname, Kelis, Kaytranada, Busta Rhymes, Skepta, Jackmaster, Soulection, Seth Troxler, Carl Craig, SBTRKT

### JUNIOR STRATEGIC CONSULTANT, THE BEHAVIOURAL ARCHITECTS NOV 2014 - AUG 2015, LONDON

Wrote in-depth analysis that combined knowledge of behavioural economics with commercial understanding for clients such as Kellogg's, Mondelez, Waitrose, Diageo, Amateur Swimming Association, Diabetes UK

Moderated online platforms to understand what drives behaviour change by observing patterns, cultural trends, habit formation and semiotics

CHAIR OF ARTIST RELATIONS, MAB AT THE UNIVERSITY OF CHICAGO  
2011 - 2013, CHICAGO

Negotiated artist fees with booking agents, revised contracts and riders, estimated costs, day of show scheduling, arranged travel and accommodation

In-house production for events	Nas & Damian Marley, Wale, Ludacris, Crystal Castles, Reggie Watts, Sleigh Bells, Matt & Kim, Neon Indian
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OTHER EXPERIENCE

RESEARCH ASSISTANT, BECKER FRIEDMAN INSTITUTE FOR RESEARCH IN ECONOMICS  
2011 - 2012, CHICAGO

Conducted field research on pro-social behaviour in suburban Chicago. Findings from the collected data included in "The Why Axis: Hidden Motives and The Undiscovered Economics of Everyday Life" by John List

EDITORIAL ASSISTANT, POP-UP CITY  
JAN - MAR 2017, AMSTERDAM

Writer on urban and social trends at Pop-Up City. Curator for the Pechakucha Edition #36 event at De School

PLANNING INTERN, UNIVERSITY OF CHICAGO IN PARIS  
JUN - AUG 2017

Helped curate a Paris conference on African-American Music and Culture from the South Side of Chicago  
Edited and formatted a book on the late James Lawler

COLLABORATOR, VICE MEDIA  
JAN - APR 2014

Translated and adapted articles for VICE Romania and participated in brainstorming sessions to create original content (articles/interviews) for the website

EDUCATION

UNIVERSITY OF CHICAGO, ECONOMICS '13

TOOLS

Microsoft Office  
Google Analytics  
Final Cut Pro X  
InDesign  
Trello