

BENJAMIN MCENTIRE

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<https://benmcentire.github.io/benmcentire/>

Creative arts, tech, and writing specialist seeking to bring an ear and eye to the media and entertainment industry.

SKILLS: Adobe Creative Suite; Web Development; SEO; Excel, Sheets, & Airtable; HubSpot; AP Style Writing; Brazilian Portuguese; Music and Video Production

WORK EXPERIENCE

SONGTRUST — *Client Services Intern*

January 2021 - PRESENT

- Conducted an Airtable audit for 400+ music publishing articles in the Songtrust Help Center
- Constructed marketing strategy for the Downtown Music Publishing rosters in Australia and New Zealand

CRUMBS MUSIC MEDIA — *Marketing Coordinator*

October 2020 - PRESENT

- Curate playlists for jazz, rock, Latin, pop, R&B, classical, country, and hip hop artists
- Develop SEO plans and layout designs for company website
- Perform A&R research and analysis of daily music submissions

YEP ROC RECORDS — *Project Management Intern*

May 2020 - October 2020

- Evaluated radio and retail market trends across the U.S. for new releases
- Created 20+ playlists, label samplers, video previews and album descriptions on Spotify, YouTube and Bandcamp
- Optimized YouTube catalog for 2000+ videos and 30+ artists

THE DAILY TAR HEEL — *Arts & Culture Journalist*

August 2019 - June 2020

- Published weekly articles on the music industry for UNC's primary news source (AP Style)
- Identified rising local artists and wrote features, Q&As, and event previews
- Conducted at least three interviews per week with musicians, management, and venue operators

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

May 2020

B.A. Music, B.A. Anthropology

Concentrations in performance, ethnomusicology, cultural anthropology

ACTIVITIES & AWARDS

STUDENT, STUDY ABROAD

Pontifical Catholic University of São Paulo & CET Academic Programs
Summer 2019

STUDENT, PERFORMANCE

UNC Music Department: Gamelan Ensemble, Charanga Ensemble, Jazz Band, Jazz drum studio, Latin percussion studio, Carolina Jams Music Club

Fall 2016 - Spring 2020

FREELANCE MUSICIAN

Rachel Despard, Mongoose, River's End, The Northbounds
Spring 2016 - PRESENT

MEMBER

Dean's List; UNC Society of Undergraduate Anthropologists
Fall 2016 - May 2020