

BENJAMIN P. MCENTIRE

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EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL – Chapel Hill, NC (2016-2020)

B.A., Music; B.A., Anthropology – **GPA: 3.6**

Honors: Dean's List, UNCCH Society of Undergraduate Anthropologists

Relevant Coursework: Music Theory (3), Music History (3), Music as Culture, World Music, Brazilian Portuguese (3); Java Programming (2), HTML/CSS Web Development

PONTIFICAL CATHOLIC UNIVERSITY OF SÃO PAULO – São Paulo, Brazil (Summer 2019)

Coursework: Immersive Portuguese; Contemporary Social Issues in Brazil (taught in Portuguese) culminating in final research paper on Amazon preservation

EXPERIENCE

CRUMBS MUSIC MEDIA – Chapel Hill, NC (October 2020- present)

Digital Marketing and A&R Coordinator (Remote)

- Curated playlists for jazz, rock, Latin, pop, R&B, classical, country and hip hop artists
- Developed SEO plans for company site and social media brands
- Performed A&R research and analysis of daily music submissions

REDEYE WORLDWIDE, YEP ROC RECORDS – Hillsborough, NC (May 2020- October 2020)

Project Management Intern (Remote)

- Analyzed radio and retail market trends across the U.S. for new releases
- Created 20+ playlists, label samplers, video previews and album descriptions on Spotify and YouTube
- Optimized YouTube catalog for over 2000 videos and over 30 artists
- Compiled streaming metadata for A&R research on developing artists

THE DAILY TAR HEEL – Chapel Hill, NC (August 2019 - June 2020)

Arts & Culture Journalist: <https://www.dailytarheel.com/staff/ben-mcentire>

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

N.C. ADMINISTRATIVE OFFICE OF THE COURTS – Raleigh, NC (May 2018 - October 2018)

Technology Services Division Intern (Remote)

- Designed presentations for managing institutional change
 - Restructured bill formats and compressed loose data into tables for easier department operation
 - Created Microsoft Excel projects for condensed court district changes and DMV data tables
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COMMUNITY INVOLVEMENT

UNC DEPARTMENT OF MUSIC – Chapel Hill, NC (August 2016 - May 2020)

Performance

- Participated in Charanga Ensemble, Gamelan Ensemble, Jazz Band, Carolina Jams Music Club
- Performed and recorded as a member of the jazz drum set studio and Latin percussion studio

PRIVATE MUSIC MANAGEMENT AND PERFORMANCE – Chapel Hill, NC (April 2017- present)

Manager for The Northbounds, Drummer/Manager for Mongoose, Drummer for Rachel Despard Music

- Established personal connections at various venues through performance scheduling
 - Performed and participated in various recording projects (releasing on standard platforms)
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ADDITIONAL SKILLS

- Adobe Creative Suite; Web Development; Search Engine Optimization; Microsoft Office/ Excel Scripting and Automation; Brazilian Portuguese; Music and Video Production