

BENJAMIN MCENTIRE

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WORK EXPERIENCE

SONGTRUST — *Client Services Intern*

January 2021 - April 2021

- Conducted an Airtable audit for 400+ music publishing articles in the Songtrust Help Center
- Edited and published 100+ articles to improve client knowledge base
- Developed marketing strategy for the Downtown Music Publishing artist roster in Australia and New Zealand

CRUMBS MUSIC MEDIA — *Business Dev, A&R Intern*

October 2020 - PRESENT

- Constructed SEO solutions for company site and playlists
- Spearheaded partnership research for website redesign
- Assessed song submissions and curated playlists for jazz, rock, Latin, pop, R&B, classical, country, and hip hop artists

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

- Identified rising local artists and wrote weekly features, Q&As, and event previews
- Conducted 3+ interviews per week with musicians, management, and venue operators

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

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

May 2020

B.A. Music, B.A. Anthropology

*Concentrations in performance,
ethnomusicology, cultural anthropology*

SKILLS

OFFICE ADMINISTRATION

(Microsoft Office, Google Suite, HubSpot, Airtable, Atlassian, Mailchimp, Subscribers)

PHOTO AND VIDEO DESIGN

(Adobe Premiere Pro, Photoshop, Illustrator, Final Cut Pro, Kapwing)

WRITING

(AP Style, Technical Writing)

WEB DEVELOPMENT

(Java, HTML, CSS)

DIGITAL MARKETING/SOCIAL MEDIA MANAGEMENT

(Search Engine Optimization; YouTube, Instagram, Twitter, Facebook, Snapchat, Tik Tok; Buffer)

AUDIO PRODUCTION

(Logic Pro, Musescore, Finale, FL Studio)

MUSIC PERFORMANCE

(Trombone, Drum Set, Latin Percussion, Piano)

BRAZILIAN PORTUGUESE

(Studied at PUC-SP and CET)