

BENJAMIN P. MCENTIRE

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

WORK EXPERIENCE

CRUMBS MUSIC MEDIA

Digital Marketing and A&R Coordinator (October 2020- present)
Chapel Hill, NC

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

REDEYE WORLDWIDE, YEP ROC RECORDS

Project Management Intern (May 2020- October 2020)
Hillsborough, NC

- 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 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

Arts & Culture Journalist (August 2019 - June 2020)
Chapel Hill, NC

<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, Q&As and event previews
- Conducted at least three interviews per week with musicians, management, and venue operators

N.C. ADMINISTRATIVE OFFICE OF THE COURTS

Technology Services Division Intern (May 2018 - October 2018)
Raleigh, NC

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

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; Search Engine Optimization; Microsoft Office/ Excel Scripting and Automation; AP Style; Brazilian Portuguese; Music and Video Production

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

B.A. Music, B.A. Anthropology
(May 2020)

- Concentrations in performance, ethnomusicology and 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, Carolina Jams Music Club, Jazz drum set studio, Latin percussion Studio
Fall 2016- Spring 2020

FREELANCE MUSICIAN

Rachel Despard, Mangoose, The Northbounds
Spring 2016- Present

MEMBER

UNC Society of Undergraduate Anthropologists
Spring 2018- Spring 2020

DEAN'S LIST

UNC
Fall 2016- May 2020