

# KATIE REID-ANDERSON

C: 847-910-5212

E: [kreidanderson@msn.com](mailto:kreidanderson@msn.com)

## OVERVIEW

Solutions-focused, energetic, and motivated digital marketing candidate with a comprehensive understanding of the music industry, global marketing procedures, and full stack development. Effectively defines, develops and implements marketing campaigns.

## EDUCATION

UNIVERSITY OF ST. ANDREWS - Scotland, Undergraduate Degree, 2017 (Business Management and Marketing)

NEW YORK UNIVERSITY - Graduate Degree, 2019 (Music Business)

NORTHWESTERN UNIVERSITY - Full Stack Coding Certificate, 2020

## KEY SKILLS

- HTML & CSS
- JavaScript & jQuery
- Node.js & React.js
- MongoDB & MySQL
- Bootstrap & Materialize
- Photoshop & Procreate
- Content Creation
- Content Planning
- Digital Marketing

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### SELF-EMPLOYED — Freelance, Full Stack Engineer | Sept. 2020 – Present | Chicago

- Building web apps including Prairie Espresso, Campground Mapper, and an employee directory
- Effectively designing creative and original web content, unique to the internet

### SONY MUSIC ENTERTAINMENT — Data Entry Admin, Synch Licensing | Nov. 2019 – May 2020 | New York

- Managed joint project between Business Affairs and Sync team to unify artist and song rights for sync
- Effectively problem solved to ensure all information is up to date within GOLD system
- Organized global sync information in streamlined way to improve company's overall productivity

### ROC NATION — Intern, Digital Marketing | Jan. 2019 – May 2019 | New York

- Developed marketing campaigns and posting schedules for artists including Mariah Carey, Robin Thicke, and Jaden Smith
- Thought of and delivered unique philanthropic ideas for Roc Nation clients
- Reviewed all quantitative and qualitative data of weekly releases by collecting news/media and creating PowerPoints for supervisors

### UNIVERSAL MUSIC GROUP, VERVE — Intern, Digital Marketing | Sept. 2018 to Dec. 2018 | New York

- Regularly assisted data team to create visual artist analytics charts and graphs
- Implemented latest marketing tools as well as brainstormed creative activations
- Wrote copy for social media including Facebook, Twitter, Instagram, Reddit, and more.
- Built decks and visual displays of fan engagement and relative success of album sales

## PROFESSIONAL EXPERIENCE

### LIVE NATION — Intern, Digital Marketing | Jan. 2018 to Aug. 2018 | New York

- Searched for new partners for promotional aspects including looking for various radio stations as well as popular blogs/media outlets around New York and New Jersey
- Monitored and posted to the company's various social media accounts in order to advertise shows. This includes creating posts and finding content (photos, videos, gifs, and other promotional material)
- Put flyers and posters up around the city and generating more email subscribers by speaking with people prior to concerts

### EXTREME REACH — Intern, Digital Marketing | June 2016 to Aug. 2016 | Chicago

- Learned TV/Video technology ad leadership and Talent and Rights Compliance methods
- Worked in partnership with Screen Actors Guild to pay its members
- Became well versed with advertising terms and the processes that drive the advertising industry

### ICM PARTNERS — Intern, Concerts & Theater | June 2015 to Aug. 2015 | New York

- Worked with Concert and Theater departments, including people who have shaped their respective industries
- Active participation in scouting new clients
- Sourced industry information on behalf of assistants and agents
- Took over for assistant when they were in meetings or were in need of an extra hand

### EXTREME REACH / LOLLAPALOOZA — Intern, Crew | July 2014 to Aug. 2014 | Chicago

- Worked with Chief of Talent, Tim Hale, on the creative and distribution processes for advertising
- Helped to organize payroll and payroll security for the music festival, Lollapalooza, in Chicago