

SUMMER @ SOUND ROYALTIES

SARAH LOWE

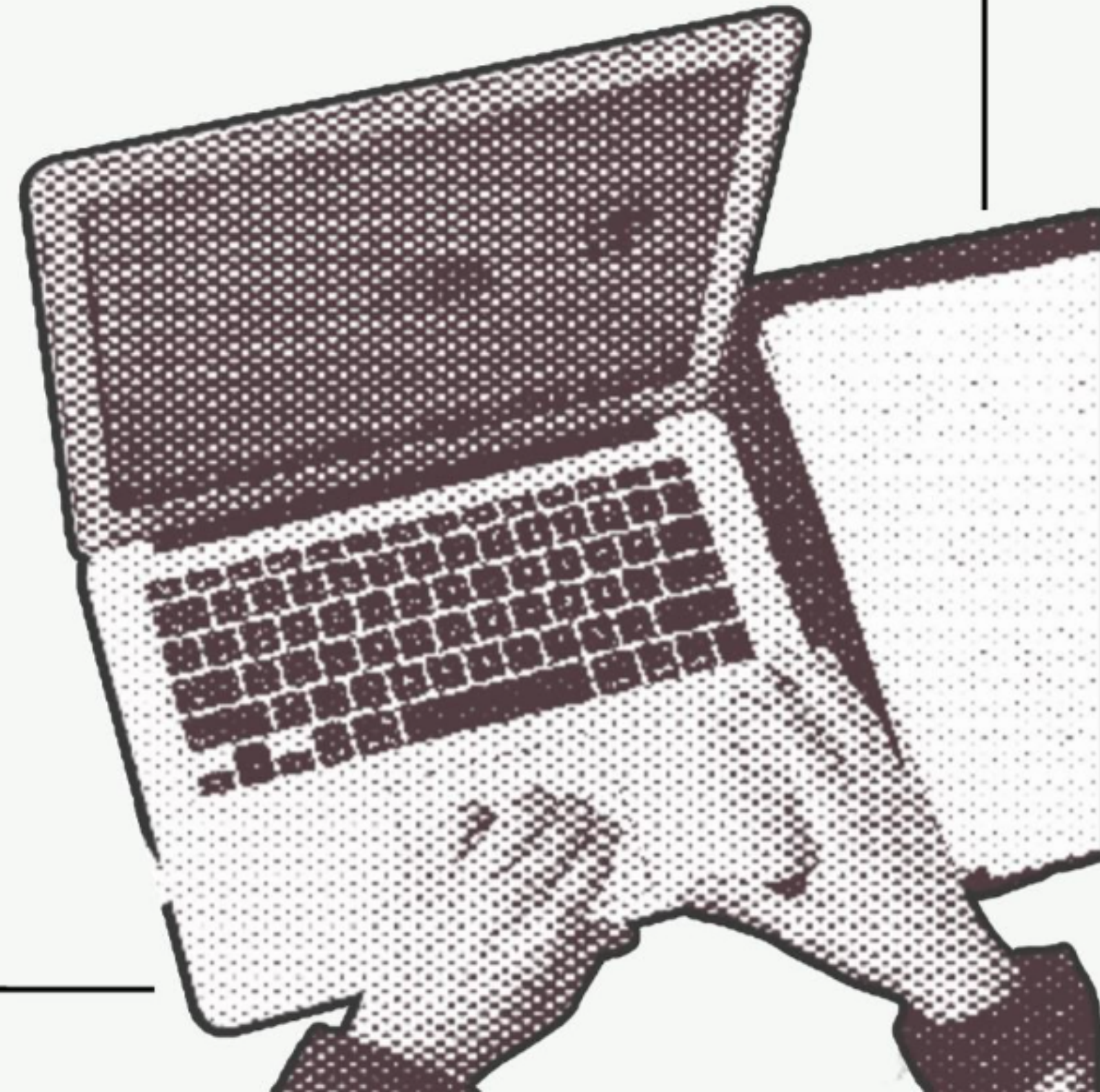
SUMMER INTERN

JUNE-AUGUST 2023

Data Management

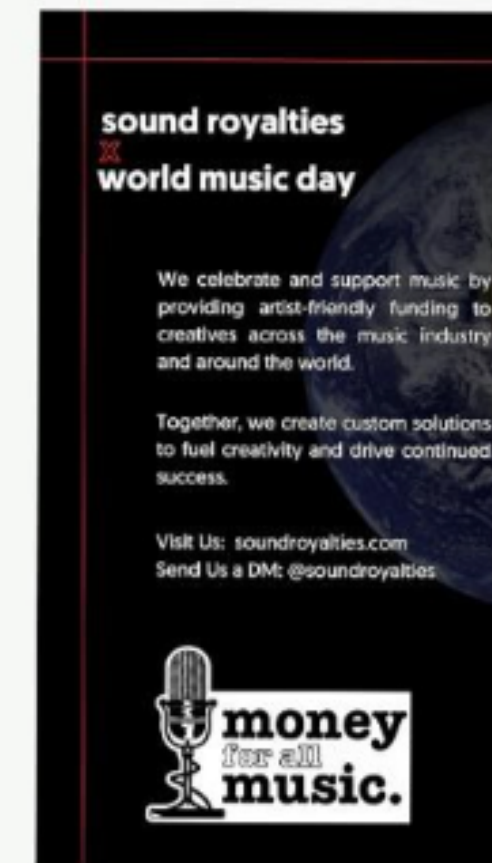
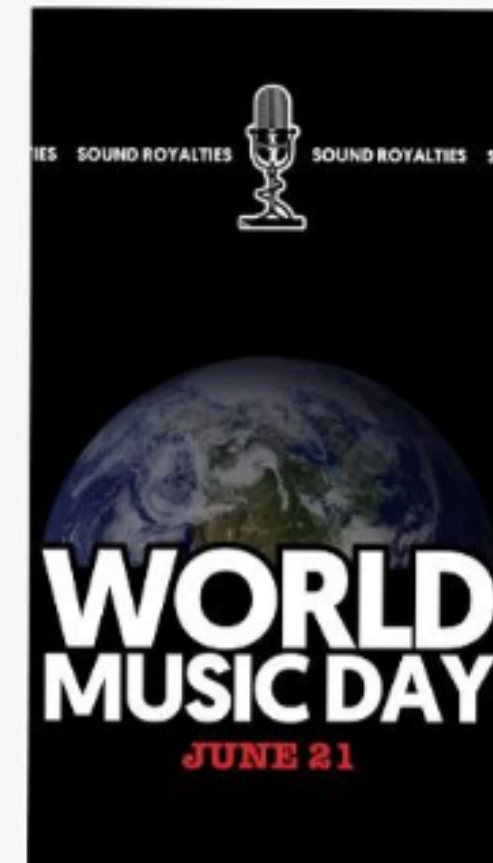
CRM Databases | Research | Analysis

- Learned how to use and navigate Salesforce
- Worked on Data Management “clean up” lists
 - Researched existing customer contacts in our database to clarify their industry, genre, organize, and add additional information to their file.
 - Edited over 600 files
- Entered new “leads”
 - Researched and found ~400 new “leads” on Spotify/social platforms that qualify for Sound Royalties services.
 - Completed research and found points of contact for leads, so marketing or sales team could reach out.
- Campaign Management
 - Converted lists from marketing events into customer contacts and tracked connections through campaign lists in Salesforce.



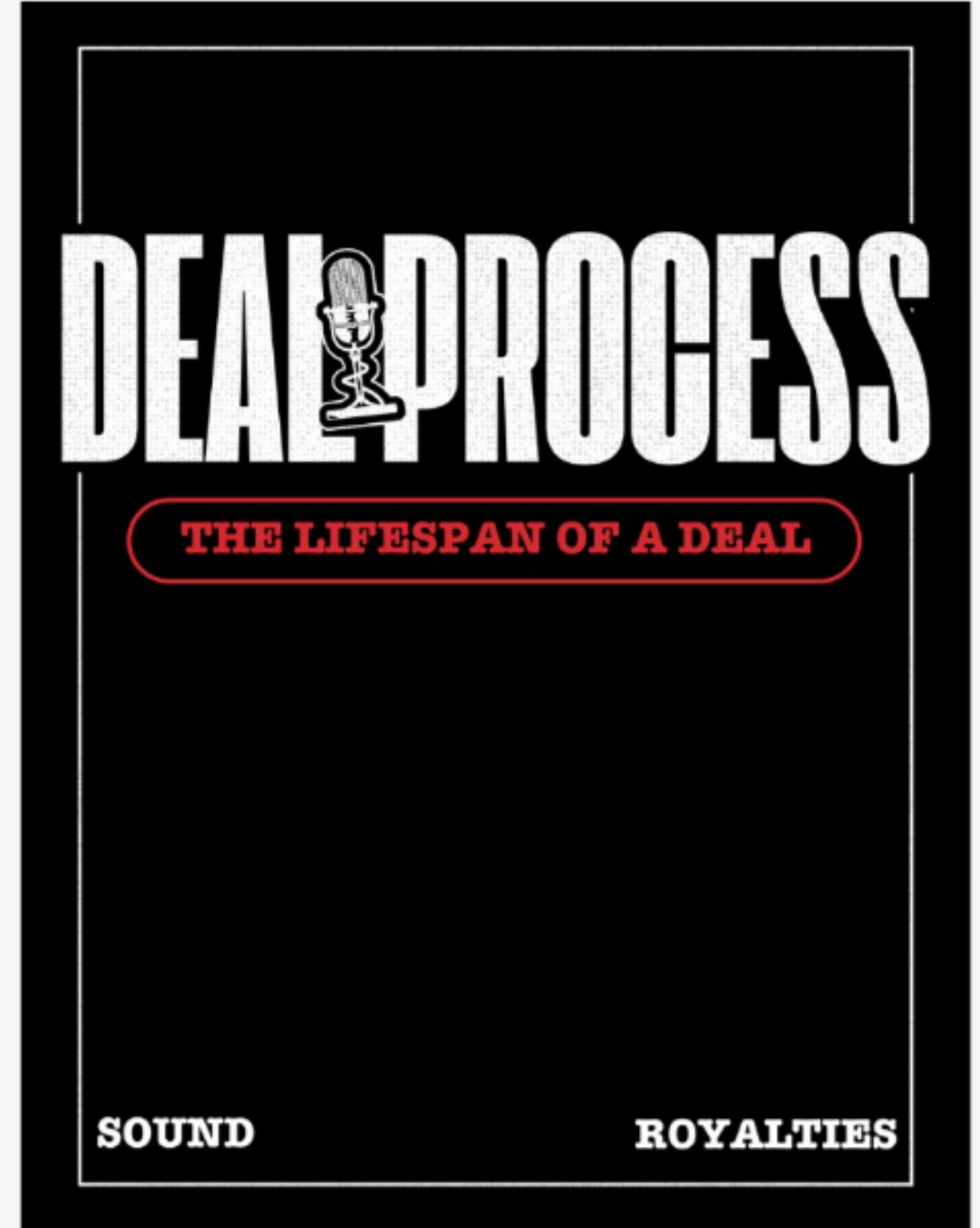
Marketing

- Helped plan and design social media content for World Music Day
 - Learned to incorporate company branding strategy and guidelines in multiple formats.
- Helped manage social media engagement
 - Went through weekly lists (~200 people) to balance Instagram following list, so that we can continue to reach out to new prospects without reaching our account limit.
- Inventory Project
 - Counted and sorted all Sound Royalties merchandise
 - Helped marketing team identify what needed to be re-stocked/what products we should re-stock .



Deal Process Project

- Worked in Salesforce Sandbox platform in order to document the stages and process of doing a deal with Sound Royalties
 - Intended to streamline communication with Royalty Specialists (sales team) on their role and actions to take throughout the deal process
- [Deal Process Documents Here](#)



Miscellaneous

- Redesigned and templated new presentation for company use
 - [Presentation Here](#)
- Created graphics for company announcements/events

