

VICTORIA PEREZ

DePaul University graduate, trained in digital marketing and music business.
Experienced in event coordination, business administration, and artist relations.
Works well under pressure and always willing to learn.

Experience

Day of Show Hospitality -Lincoln Hall | Schubas Tavern

Chicago, IL - October 2018- March 2020

- Served as main point of contact for artist, manager, and crew on day of show
- Recorded all hospitality expenses and prepared expense report for settlement
- Utilized various POS systems to track inventory and sales of merchandise
- Trained and supported interns in hospitality and merchandise tracking

Community Coordinator -EvolveHer

Chicago, IL - November 2019-Present

- Utilize HubSpot to assist with CRM, content management, and email marketing
- Assist partnerships and events team with bookings and special events calendars
- Manage 800 count member/contact database
- Work directly with CEO to maintain website and launch new member platform

Music DePartment Intern-Lincoln Hall | Schubas Tavern

Chicago, IL January 2018-October 2018

- Crosschecked upcoming show list with our website
- Maintained and distributed promotional materials across both venues
- Scheduled ticket giveaways and promo posts for Twitter and Facebook

Marketing Specialist-DePaul University, Office of Student Involvement

Chicago, IL - July 2018-July 2019

- Served as social media marketing liaison for 350+ student organizations
- Maintained a high industry engagement rate of 3.796%+ per instagram post
- Oversaw social media calendar and scheduled posts via Hootsuite

President-DePaul University, DePaul Activities Board

Chicago, IL - June 2017-June 2018

- Directed a team of 13 student leaders in coordinating large group campus events
- Strategized new organization structure to increase total membership
- Assisted in professional development workshop creation for leadership retreats

Promotions Intern-Cumulus Media (101WKQX, 97.9 The Loop, WLS AM-FM)

Chicago, IL - May 2017-September 2017

- Represented Cumulus stations at 2+ fan engagement events per week
- Assisted in prize fulfillment by organizing winner and contest details
- Provided support for meet and greet events in *The Lounge*

Contact

(815)-263-4561

vperez0097@gmail.com

www.linkedin.com/in/vperez0097

Education

DePaul University-Chicago, IL

June 2019

BS- Digital Marketing

Minor in Music Business

Honors College

GPA 3.37/4 ; Dean's List

Skills

Microsoft Office Suite

Project Management

Basic Photoshop

Basic Illustrator

Collaboration

Adapability

Activities

DePaul Activities Board

- President
- Community Coordinator
- FEST Security Assistant

DePaul Honors College

- Student Mentor

Live Event Experience

Lollapalooza Chicago

- Guest Services

Vans Warped Tour

- Local assistant

101 WKQX Piqui

- Promotions