

# MIA MARQUEZ

## CONTACT INFORMATION

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## SKILLS

### Adobe Suite

- Photoshop
- Illustrator
- After Effects
- Premiere
- InDesign
- XD

### Microsoft Office Suite

- Powerpoint
- Excel
- Word

### Other

- Chartmetric
- Salesforce
- Google Analytics
- Facebook Ads Manager

## PROGRAMS

### THE HUBB

(Creative Artists Agency)

- Music Industry Summit, 2022

### GRAMMYU

(Recording Academy)

- Mentorship Program, 2021

### Next Gem Femme

(Live Nation)

- Mentorship Program, 2021

### She Is The Music

- Mentorship Program  
(2021-2022)

## EDUCATION

### University of Florida

2020 - 2024

B.S. in Advertising, College of Journalism & Communications

## EXPERIENCE

### STRATEGIC PARTNERSHIPS REPRESENTATIVE

Universal Music Group | °1824

(October 2021 - Present)

- Executing live activations to connect Gen-Z community to national tours and programming
- Researching and pitching for 30+ artist opportunities to media outlets, organizations, and lifestyle brands
- Developing marketing campaigns between UMG artists/brands and fans

### SOCIAL MEDIA INTERN

Live Nation

House of Blues Music Forward Foundation

(May 2021 - August 2021)

- Organized and promoted online event activations to social channels of 15k+ followers
- Developed promotional materials for 20+ artists through digital programming
- Adapted to Live Nation branding and design style for deck presentations and social media advertisements

### CREATIVE MARKETING INTERN

KYN Entertainment/Live Nation

(Sep 2022-Present)

- Developing marketing and social media rollout strategies for touring artists promoting upcoming shows
- Creating innovative outreach strategy for 3M+ followers on all social platforms to promote developing artists
- Organizing one sheets and advertising materials to send to major streaming and brand partners

### ARTIST DIRECTOR

Swamp Records

(Sep 2021 - Oct 2022)

- Planned events promoting local Gainesville bands in collaboration with Florida venues and promoters
- Managed a team of 6+ members for creative direction, booking, and marketing of an artist
- Pitched artists to national DSP playlists and music publications for single and album promotion