

# JANAYE M. ROBERSON

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## PROFILE

A highly motivated and adaptable music industry professional with over ten years of experience in managing booking logistics, social media marketing, audio recording, and event production and promotion. Consistently recognized for success in leveraging music business acumen to optimize artist development, cultivate fan-artist relationships, and execute innovative marketing strategy.

## SOCIAL

fb.me/Supernaye

Instagram: @supernaye

Twitter: @supernaye

## PROFESSIONAL EXPERIENCE

Agent Assistant  
New Frontier Touring  
Sept 2018 - Present

- Support two agents in booking and developing the careers of a combined 42 client roster.
- Vet over \$200,000 sales inquiries, review offers and present organized offer sheets to agents, management and artists.
- Processed over \$100,000 in contracts, collected deposits and tracked settlements for client performances.
- Liaison between artist management and talent buyers for all issues regarding ticketing, show marketing and contract processing.

Summer Intern  
The Collective  
June 2018 - July 2018

- Created approximately 30 digital marketing assets for review.
- Maintained several artists' social medias websites.
- Assisted with tour marketing and press outreach.
- Assisted managers with artist related and administrative tasks.

Digital Intern  
Vector Management  
Aug 2017 - Dec 2017

- Created and edited over 50 marketing assets, including videos
- Updated tour dates across all social media platforms
- Implemented smart URLs to track customer engagement and analytics
- Developed social media copy for various artists' posts

Label Intern  
Brooklyn Basement Records  
Aug 2016 - Aug 2017

- Assisted with artist & single marketing
- Learned basics of social media analytics and Mailchimp platform
- Organized merchandise inventory for the label's roster
- Research new music industry trends for label implementation

## SKILLS

Adobe Photoshop  
Basic HTML/CSS  
Pro Tools  
Logic Pro  
Final Cut Pro  
Email Marketing Platforms  
Facebook/Instagram Ads

## EDUCATION

2016-2018	<b>Bachelor's of Science, Recording Industry, Concentration: Music Business</b> Middle Tennessee State University
2008-2012	<b>Bachelor's of Arts, Music, Concentration: Music Technology</b> Birmingham-Southern College