

SAMANTHA JUELS

GET IN CONTACT

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EXPERIENCE

FOUNDER, SJ UNLIMITED

January 2019-current

EXECUTIVE FAN (FAN ENGAGEMENT, MARKETING, BRANDING STRATEGY)

Freelance (January 2019-Current)

Current: Buckhead Shore: Adamo Giraldo, Icey Coffey, Aliyah Kimmey, Priority Beats, MsHBCU

Past: Lvme Ley, Yung Bans

MANAGER

PlanetXernz Art (January 2019-Current)

ONE-OFF ROAD MANAGER/REMOTE TOUR MANAGER

Freelance (March 2022-Current)

Past: Yung Bans - Europe Tour-Remote, Summer Smash-Road; Desiigner - 2 Shows-Road

TRAVEL COORDINATOR

Contract: SoundCheck MGMT - Waka Flocka (March 2022-August 2022)

Contract: TieDye Ky (August 2019 - January 2020)

ARTIST RELATIONS/TALENT RUNNER/VIP STAFF

Freelance : OnLocation & Live Nation - VIP Nation (October 2021-Current)

PRODUCTION ASSISTANT/TALENT RELATIONS

Freelance (September 2020-Current)

Past: Resolve Media Group, Classic Film Studios, Reel Theory, Mollyworld Casting, Foreign Made Films, Michael Artis Films, Bunim Murray Productions

EVENT PLANNER/PRODUCTION MANAGER

Contract: CollabOWeen Fest (September 2021-October 2021)

MAJOR EVENTS OPERATIONS MANAGER

Degy Entertainment (November 2022-Current)

ACCOUNT MANAGER, BREAKR SELECT (LABELS & BRANDS)

Music Breakr (November 2021-April 2022)

A&R ADMIN & MARKETING ASSISTANT

Contract: Machine Entertainment (January 2021-September 2021)

ARTIST/LABEL SERVICES COORDINATOR (A&R ADMIN) & EXECUTIVE ASSISTANT TO CEO

Contract: Industry Works (May 2021-September 2021)

EXECUTIVE ASSISTANT TO JANIE JENNINGS

Contract: Industry Works (January 2021-September 2021)

A&R ADMIN/PROJECT MANAGEMENT INTERN

Industry Works (June 2020-January 2021)

ARTIST AND TOUR MANAGEMENT ASSISTANT

TieDye Ky (December 2018 - August 2019)

BRAND AMBASSADOR (PROMOTIONS)

Live Nation PHL (August 2018 - May 2019)

MARKETING AND EVENTS COORDINATOR

Fox School of Business (May 2018 - December 2018)

KEY STRENGTHS

- Artist Management, Branding and Development
- Artist/Talent Relations and Artist Hospitality
- A&R Admin and Copyright Registration
- Event Production & Management
- Tour Budgeting and Travel Management
- Digital Marketing & Experiential Strategy
- Creative Copywriting
- Crisis Management and Crisis Communications
- Working knowledge of Wix ADI, GoDaddy Web Developer, Microsoft Office, Google Suite, and Canva Pro
- Event Software (Master Tour, Social Tables, Cvent, Gather, Eventbrite, AtVenu)

ADDITIONAL EXPERIENCE

- 7 Years in Hospitality/Restaurants
- 7 Years in Events (Freelance)
- 4 Years in Childcare
- Built internship programs for 2 companies
- Built influencer marketing programs for 2 restaurants

EDUCATION

TEMPLE UNIVERSITY

BACHELOR OF SCIENCE IN TOURISM AND HOSPITALITY MANAGEMENT, EVENT LEADERSHIP MINOR, 2019

BERKLEE COLLEGE OF MUSIC

MUSIC BUSINESS SPECIALIZATION NON-DEGREE CERTIFICATE, APRIL 2021

NYU TISCH SCHOOL OF THE ARTS

MUSIC INDUSTRY ESSENTIALS NON-DEGREE CERTIFICATE, FEBRUARY 2021

1500 SOUND ACADEMY

MUSIC PRODUCTION, APRIL 2021
MUSIC BUSINESS, AUGUST 2021
ARTIST BRANDING, AUGUST 2021

TOUR COLLECTIVE

HOW TO BE A TOUR MANAGER CERTIFICATE, SEPTEMBER 2021

HUBSPOT ACADEMY

SOCIAL MEDIA MARKETING CERTIFICATE, JUNE 2021

MELTWATER ACADEMY

INFLUENCER MARKETING CERTIFICATE, AUGUST 2021

EVENT SAFETY ALLIANCE

EVENT SAFETY ACCESS TRAINING CERTIFICATE, JANUARY 2022
PATHOGEN PREPARED PROFESSIONAL TRAINING CERTIFICATE, JANUARY 2022

SAFE SETS INTERNATIONAL

COVID-19 CERTIFICATE, JANUARY 2022