

2022 PRESS KIT



SAMANTHA JUELS

MANAGER, MUSIC BUSINESS INFLUENCER, MILLENNIAL POWERHOUSE, SWEATSUIT ENTHUSIAST

BIO

AS MUSIC BUSINESS NEWBIE, SAMANTHA HAS ATTACKED EVERY DEPARTMENT THAT HAS BEEN PUT IN HER PATH, LEADING TO A SURPRISING LEVEL OF SUCCESS.

SAMANTHA HOPES TO BUILD HER BRAND AS "THATGIRLINTHESWEATS" AS THE FACE OF MILLENNIAL PROFESSIONALISM (WEARING ONLY SWEATS & HAVING BRIGHT COLORED HAIR AND MULTIPLE TATTOOS, WHILE ALSO CREATING CHANGE IN THE MUSIC INDUSTRY) . SAMANTHA'S ULTIMATE GOAL IS TO BE QUALIFIED TO OVERSEE THE WORK OF ANY DEPARTMENT ON ANY GIVEN PROJECT EFFECTIVELY. SHE HAS ZERO INTEREST IN BEING PUT IN A BOX.

SAMANTHA HAS RECENTLY LAUNCHED "THE EXECUTIVE FAN" CAREER DEVELOPMENT PROGRAM, TO TEACH FANS HOW TO MONETIZE THEIR KNOWLEDGE AND BUILD AN EFFECTIVE CAREER IN THE MUSIC BUSINESS. SHE HAS ALSO CREATED AND DEVELOPED HER OWN POSITION "EXECUTIVE FAN" THAT BREAKS THE CURRENT BOUNDARIES OF THE MUSIC INDUSTRY BY ALLOWING AN EMPLOYEE TO UTILIZE ALL OF THEIR STRENGTHS IN MULTIPLE DEPARTMENTS WITH ARTISTS THAT THEY ARE GENUINELY INVESTED IN. ADDITIONALLY, THROUGH HER BLOG [THATGIRLINTHESWEATS POWERED BY \\$J UNLIMITED](#), SAMANTHA HAS DEDICATED HER TIME TO OFFERING HER KNOWLEDGE, EXPERIENCE, AND THOUGHTS TO THOSE WHO ARE INTERESTED IN BREAKING INTO THE MUSIC BUSINESS.



SAMANTHA HOLDS A DEGREE IN HOSPITALITY AND TOURISM MANAGEMENT WITH A MINOR IN EVENT LEADERSHIP FROM TEMPLE UNIVERSITY. SHE ALSO HOLDS 12 INDUSTRY RELATED CERTIFICATES. OVER THE PAST 6 YEARS, SAMANTHA HAS BEEN INVOLVED IN EVENTS (PLANNING, BUDGETING, VENDOR MANAGEMENT FOR 25- 1500 ATTENDEES) . CONCERT PROMOTIONS, TOUR TRAVEL COORDINATION, TOUR MANAGEMENT, TALENT MANAGEMENT, INDEPENDENT LABEL ADMINISTRATION, ARTIST MARKETING & BRANDING, CREATIVE COPYWRITING, A&R ADMIN, MARKETING, ARTIST AND LABEL SERVICES, MUSIC VIDEO PRODUCTION, AND ARTIST/TALENT RELATIONS.

SAMANTHA IS CURRENTLY SHIFTING HER CAREER IN A DIRECTION OF EXECUTIVE PRODUCTION (ARRANGING TRACK- LISTS, A&R AND UTILIZING HER HYPERACUSIS IN THE STUDIO TO ADD TO AND ALTER THE OVERALL SOUND) . TOURING, RELEASE STRATEGY, AND MANAGEMENT AS SHE PROGRESSES.

EXECUTIVE FAN



POSITION

THE TITLE "EXECUTIVE FAN" REPRESENTS A CONSULTANT UTILIZED IN ALL DEPARTMENTS, FOR THEIR INSIDE KNOWLEDGE AS A MEMBER OF AN ARTISTS FANBASE.

AN EXECUTIVE FAN WORKS SIDE BY SIDE WITH THE TOURING/EVENTS, MARKETING/PROMOTIONS, A&R, PARTNERSHIPS, AND CREATIVE DEPARTMENTS. THEY ARE YOUR INSIDE MAN WHEN IT COMES TO FAN ENGAGEMENT AND EXPERIENCE, BRINGING YOU NEW IDEAS AND ALTERATIONS THAT COMPLIMENT YOUR CURRENT STRATEGIES, FROM START TO FINISH.

FANS ARE WHAT DRIVE AN ARTIST'S CAREER. DATA IS GREAT, TECHNOLOGY IS GREAT, BUT THE HUMAN ELEMENT IS WHAT ULTIMATELY CONTINUES TO BRING IN THE MONEY. RIGHT NOW THE INDUSTRY IS HIRING BY JOB DESCRIPTION. MOST PEOPLE IN THE INDUSTRY DON'T STICK TO ONE JOB DESCRIPTION, EVERYONE HAS THEIR SIDE HUSTLES AND PASSION PROJECTS. IF EVERY ARTIST HAD SOMEONE ON THEIR TEAM THAT WAS EXCITED ABOUT THEM AND ANYTHING THEY DO, AND COULD BRING THAT ENERGY INTO UPCOMING PROJECTS...THEIR FULL-TIME JOB WOULD BE A PASSION PROJECT. THE ARTIST, TEAMS AND FANS WOULD BENEFIT GREATLY. PASSION AND ENTHUSIASM CULTIVATES THE BEST IDEAS IN A 360 PERSPECTIVE AND IT GIVES A VOICE TO NOT ONLY THE FANS, BUT ALSO THE ARTIST. IT ALLOWS AN ARTIST TO HAVE THE CHANCE TO REALLY ENGAGE WITH A MEMBER OF THE FAN BASE AND FAN THE ABILITY TO ADVOCATE FOR THE ARTIST IN MEETINGS THAT ARTISTS MOST LIKELY ARE NOT INVOLVED IN.

CAREER DEVELOPMENT PROGRAM

THE EXECUTIVE FAN CAREER DEVELOPMENT IS AN 8-WEEK VIRTUAL PROGRAM GEARED TOWARDS MARGINALIZED COMMUNITIES IN THE MUSIC BUSINESS (FEMALE & GENDER DIVERSE, LGBTQIA+, AND BIPOC COMMUNITY MEMBERS). THE 2022 BETA PROGRAM RAN IN PARTNERSHIP WITH THE NONPROFIT GIRLS BEHIND THE ROCK SHOW, PARTICIPANTS INCLUDED 10 MEMBERS OF THE ORGANIZATION'S NETWORK.

TOPICS COVERED:

- SELF BRANDING AND PROFESSIONALISM
- UNDERSTANDING INDUSTRY ROLES
- FINDING YOUR PLACE IN THE MUSIC BUSINESS : GOAL MAPPING
- MONETIZING YOUR SKILLS : SKILLS MAPPING/PRICING YOUR VALUE
- NETWORKING AND OUTREACH
- BUILDING A BUSINESS & WORKING AS AN INDEPENDENT CONTRACTOR
- THE EXECUTIVE FAN CLIENT PROCESS
- WORK-LIFE BALANCE, SELF CARE, AND MENTAL HEALTH

THE PROGRAM INCLUDES AN INDUSTRY PANEL, AS WELL AS MULTIPLE GUEST SPEAKERS.

RESUME

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

ICOVID-19 CERTIFICATE, JANUARY 2022

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 & Partnerships 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, AtVenue)

EXPERIENCE

FOUNDER, SJ UNLIMITED

January 2019-current

EXECUTIVE FAN (FAN ENGAGEMENT, MARKETING, BRANDING STRATEGY)

Freelance (January 2019-Current)

Current: Priority Beats, IceyCoffey, Aliyah Kimmey, Adamo Giraldo

Past: Desiigner, Yung Bans, Isabella Armina, Lvme Ley

MANAGER

PlanetXernz Art (January 2019-Current)

ONE-OFF ROAD MANAGER/REMOTE TOUR MANAGER

Freelance (January 2018-Current)

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

Desiigner - 2 Shows-Road; TieDye Ky - CharlesTheFirst Tour-Remote

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

Music Breakr (November 2021-April 2022)

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)

SPEAKING TOPICS

- 1. MILLENNIALS IN THE MUSIC INDUSTRY... WHY ARE MILLENNIALS TAKING OVER THE INDUSTRY AND WHAT MAKES OUR WAY OF WORK DIFFERENT**
- 2. MUSIC INDUSTRY CAREERS/CAREER DEVELOPMENT**
- 3. PERSONAL BRANDING**
- 4. MANAGING TALENT: THE EXECUTIVE FAN AND WHY ITS IMPORTANT**
- 5. INNOVATIVE FAN ENGAGEMENT: WHY MANAGEMENT TEAMS SHOULD HIRE WITHIN A CLIENTS FANBASE**
- 6. MUSIC STRATEGY ON A BUDGET**
- 7. PRODUCTIVITY & ORGANIZATION**
- 8. FUNCTIONING IN THE MUSIC INDUSTRY WITH OCD/ADHD/ANXIETY & HOW COMPANIES CAN BETTER ENGAGE WITH NEURODIVERSE TEAM MEMBERS**
- 9. IMPROVING AWARENESS OF & RESPONSE TO ADDICTION IN THE RAP COMMUNITY**

INSTAGRAM



@SAMANTHAJUELS

3K FOLLOWERS

4.20% ENGAGEMENT RATE

AUDIENCE INTERESTS

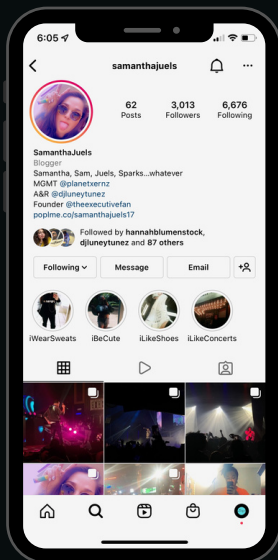
CLOTHES. SHOES. HANDBAGS &
ACCESSORIES

MUSIC

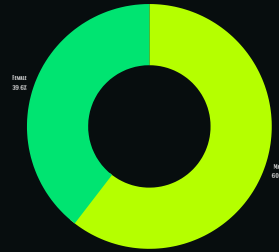
CAMERA & PHOTOGRAPHY

TELEVISION & FILM

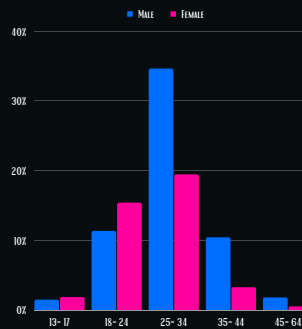
FRIENDS. FAMILY & RELATIONSHIPS



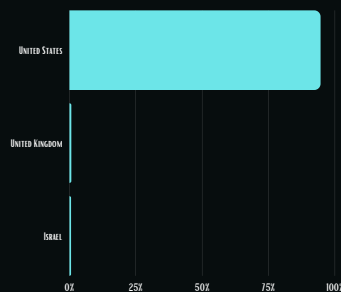
AUDIENCE DEMOGRAPHICS



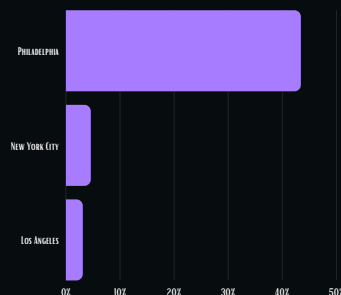
GENDER



AGE BY
GENDER



LOCATION BY
COUNTRY



LOCATION BY
CITY

TWITTER



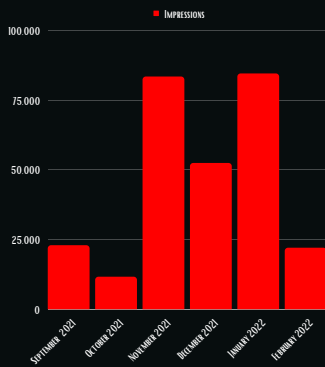
@SAMANTHA_JUELS

430 FOLLOWERS

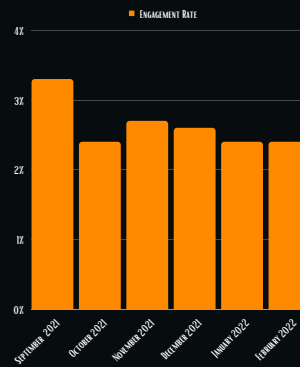
3.1% ENGAGEMENT RATE



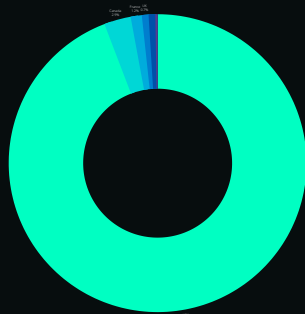
ANALYTICS/INSIGHTS



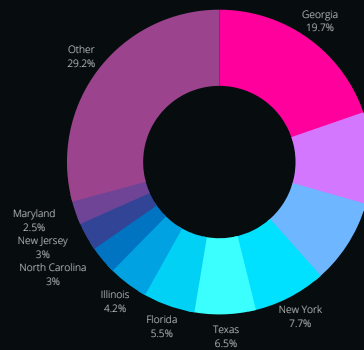
IMPRESSIONS BY MONTH



ENGAGEMENT BY MONTH



LOCATION BY COUNTRY



LOCATION BY STATE

LOOKING FOR

BRAND PARTNERSHIPS

SPEAKING
OPPORTUNITIES

PRESS & MEDIA
COVERAGE

CAREER DEVELOPMENT
PROGRAM SPONSORS

CONTACT



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