

caroline grace halloran

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Education

University of California of Los Angeles (UCLA)
Bachelor of Arts: Political Science, Music Industry Minor
Cumulative GPA: 3.9

Experience

BRANDING SPECIALIST

01/2022 - Present

Roc Nation | New York, NY

- Devise the visionary direction for Roc Nation's roster including Megan Thee Stallion, Big Sean, and Alicia Keys.
- Design brand partnership pitches for Roc Nation events including Made in America Festival and GRAMMY Brunch.

MARKETING/BRANDING INTERN

09/2021 - 12/2021

Primary Wave | New York, NY

- Designed artist one sheets and brand partnership decks through platforms like Keynote, Adobe Illustrator, Adobe Photoshop, Google Slides, and Powerpoint.
- Brainstormed brand partnerships and sync opportunities that accurately represent and foster identity for artists like COIN, Bing Crosby, and Huey Lewis & The News.

DIGITAL STRATEGIST

12/2020 - 12/2021

Label Logic | Remote

- Developed marketing techniques within the music industry by analyzing data from platforms such as Chartmetric and Viberate in order to strategize promotional campaigns for artists like Luke Elliot and Stephie James.
- Tested advertising services such as ToneDen, Found.ee, and Songfluencer in order to discover strengths and weaknesses of the program, and incorporate this knowledge to develop improved digital strategy methods.

ARTIST MANAGEMENT INTERN

06/2021 - 09/2021

Red Light Management | Los Angeles, CA

- Researched artist potential by analyzing tour and streaming history, social media engagement, and overall brand image in order to assess their value as a possible client of Red Light Management.
- Supported HOKO's management team with developing grassroots marketing strategies by pinpointing print and online publications, as well as bars and clubs that best target HOKO's niche fan base.

ARTIST DEVELOPMENT STRATEGIST

03/2021 - 06/2021

UCLA Herb Alpert School of Music | Los Angeles, CA

- Assisted Gracie Abrams' marketing team with designing a holistic promotional campaign in order to effectively grow and target her fan base.
 - Collaborated with other team members to identify future brand partnerships as well as researched compatible artists for her to perform with in order to establish Gracie Abrams as a truly branded artist.
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Skills

- Microsoft Office Suite: (Outlook & Calendar, Excel, Word, Powerpoint)
- Google Suite: (Drive, Docs, Sheets, Slides)
- Design Programs: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Canva, & Keynote
- Marketing: Content Management, Brand Creation, Social Media Advertising, Market Analysis, & Digital Strategy
- Music Tools: Chartmetric, Viberate, Mediabase, Spotify for Artists, Apple Music for Artists, Youtube for Artists, Amazon Music for Artists & Pollstar