

# SAMANTHA JUELS

## GET IN CONTACT

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## IDEAL POSITIONS

- Fan Engagement
- Marketing (Urban Music)
- Activations and Events
- Tour/Road Manager
- Artist/Talent Relations
- Day to Day Management

## 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)

## ADDITIONAL EXPERIENCE

- 7 Years in Hospitality/Restaurants
- 7 Years in Events
- 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

## EXPERIENCE

### FOUNDER, THE EXECUTIVE FAN CAREER DEVELOPMENT

SJ Unlimited (January 2022-Current)

### EXECUTIVE FAN (FAN ENGAGEMENT, MARKETING, BRANDING STRATEGY)

Freelance: Lvme Ley, Isabella Armina, Paola La Unica, Nia Kay, Yung Bans, Desiigner, Buckhead Shore: Adamo, DJ (January 2019-Current)

### TRAVEL COORDINATOR

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

Contract: TieDye Ky (August 2019 - January 2020)

### ONE-OFF ROAD MANAGER/REMOTE TOUR MANAGER

Freelance : Yung Bans - Europe Tour-Remote, Summer Smash-Road; Desiigner - 2 Shows-Road (March 2022-Current)

### ARTIST RELATIONS/TALENT RUNNER/VIP STAFF

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

### TALENT MANAGER

SJ Unlimited (January 2019-Current)

### PRODUCTION ASSISTANT/TALENT RELATIONS

Freelance: Resolve Media Group, Classic Film Studios, Reel Theory Mollyworld Casting, Foreign Made Films, Michael Artis Films (September 2020-Current)

### ACCOUNT MANAGER, BREAKR SELECT (LABELS & BRANDS)

Music Breakr (November 2021-April 2022)

### EVENT PLANNER/PRODUCTION MANAGER

### COLLABOWEENFEST

Contract: Young Guns Entertainment (September 2021-October 2021)

### ARTIST/LABEL SERVICES COORDINATOR & LIAISON TO JANIE JENNINGS

Contract: Industry Works (May 2021-September 2021)

### EXECUTIVE ASSISTANT TO JANIE JENNINGS

Contract: Industry Works (January 2021-May 2021)

### A&R ADMIN/PROJECT MANAGEMENT INTERN

Clout Agency Group, International/Industry Works (June 2020-January 2021)

### A&R ADMIN & MARKETING ASSISTANT

Contract: Machine Entertainment (January 2021-September 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)

ROLE DESCRIPTIONS AND ADDITIONAL EXPERIENCE CAN BE FOUND ON LINKEDIN

### 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

### MELT WATER 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

ICOID-19 CERTIFICATE, JANUARY 2022