

**2023 NEW  
OPPORTUNITIES  
KIT**



# **SAMANTHA JUELS**

**MANAGER, MUSIC BUSINESS INFLUENCER, MILLENNIAL POWERHOUSE, SWEATSUIT ENTHUSIAST**



# BIO

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AS MUSIC BUSINESS NEWBIE. SAMANTHA ATTACKED EVERY DEPARTMENT THAT HAS BEEN PUT IN HER PATH. SAMANTHA HAS BEEN JOKINGLY REFERRED TO AS MUSIC BUSINESS RAINMAN. SHE HOLDS A DEGREE IN HOSPITALITY AND TOURISM MANAGEMENT WITH A MINOR IN EVENT LEADERSHIP FROM TEMPLE UNIVERSITY AS WELL AS 10+ INDUSTRY RELATED CERTIFICATES IN VARIOUS AREAS. OVER THE PAST 6 YEARS, SAMANTHA HAS BEEN INVOLVED IN EVENTS ( BOTH PLANNING AND EXECUTING) , CONCERT PROMOTIONS, CONCERT OPERATIONS, 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.

SHE 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.

IN 2020 SAMANTHA CREATED AND DEVELOPED HER OWN POSITION "EXECUTIVE FAN" THAT BREAKS THE CURRENT BOUNDARIES OF THE MUSIC INDUSTRY BY ALLOWING A PERSON TO UTILIZE ALL OF THEIR STRENGTHS IN MULTIPLE DEPARTMENTS WITH ARTISTS THAT THEY ARE GENUINELY INVESTED IN: OVER THE PAST 3 YEARS SHE HAS BEEN GAINING EXPERIENCE WITH SOME OF HER FAVORITE ARTISTS: ON THE TEAMS OF G HERBO AND WAKA FLOCKA, ON MARKETING CAMPAIGNS FOR RICK ROSS AND BOBBY SHMURDA, AND ON VIDEOS SETS WITH K CAMP AND YOUNG DOLPH.



IN 2022, SAMANTHA LAUNCHED "THE EXECUTIVE FAN" CAREER DEVELOPMENT PROGRAM, TO TEACH FANS HOW TO MONETIZE THEIR KNOWLEDGE AND BUILD AN EFFECTIVE CAREER IN THE MUSIC BUSINESS, OFFERING THE PROGRAM FOR FREE TO 10 WOMEN AND GENDER DIVERSE PEOPLE VIA A PARTNERSHIP WITH THE NONPROFIT GIRLS BEHIND THE ROCK SHOW.

THIS YEAR SAMANTHA DEVELOPED SAMHELP ( SUBSTANCE ABUSE AND MENTAL HEALTH EDUCATIONAL LEARNING PROGRAM) AS PART OF THE SAMHELP INITIATIVE. SAMHELP WAS CREATED TO BUILD A BETTER UNDERSTANDING OF THE NUANCES OF ARTISTS' LIVES AND HOW TO MORE EFFECTIVELY INTERACT IN ARTIST FACING ROLES WHERE A TRUE SUPPORT SYSTEM IS CREATED. LAUNCHING LATER THIS YEAR, THIS INITIATIVE WILL PUSH CURRENT PROFESSIONALS TO SEE AND SUPPORT THE HUMAN, RATHER THAN JUST THE ARTIST OR EMPLOYEE IN A BUSINESS SETTING, WHILE ALSO FORMING A STANDARD FOR NEW GENERATIONS THAT WILL ASSIST IN CREATING A MORE SUSTAINABLE AND HEALTHY INDUSTRY ENVIRONMENT.

IN THE FUTURE, SAMANTHA WOULD LIKE TO POINT HER CAREER IN A DIRECTION OF EXECUTIVE PRODUCTION, WHILE ALSO LAUNCHING A SERIES OF PROGRAMS IN DIFFERENT AREAS TO EXPAND CONSULTING OPPORTUNITIES IN WAYS THAT CHANGE THE ENVIRONMENT OF THE INDUSTRY AND THE WAY ARTISTS INTERACT AND ENGAGE THEIR FANS ( BECAUSE WHO IS THE FEMALE VERSION OF DIDDY?) .

# **EXECUTIVE FAN**

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## **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, EXECUTIVE FAN (PREVIOUSLY 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: Yung Bans, Waka Flocka, Paid Pat, 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 (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)

# ***TOPICS WORTH HEARING ABOUT***

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- 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 RELEASE STRATEGY: DOES IT EXIST IN 2023 OR IS IT JUST A MONEY PIT**
- 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 ( AND ALL OTHER AREAS OF ENTERTAINMENT)**

# LOOKING FOR

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POSITIONS THAT YOU  
WOULDN'T NORMALLY HIRE A  
27 YEAR OLD FOR

COMPANIES THAT CARE ABOUT THE  
HUMANS THAT FUND THE BUSINESS  
AND THE ONES WHO HELP KEEP IT  
MOVING

INNOVATIVE  
OPPORTUNITIES THAT GO  
AGAINST THE GENERAL  
STANDARD

GROWTH. I'M LOOKING FOR  
ACCESS TO SPACES WHERE I CAN  
INTERACT WITH PEOPLE WHO  
DON'T UNDERSTAND HOW I GOT  
IN THE ROOM UNTIL THEY ASK  
ME

# CONTACT

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