

# SAMANTHA JUELS

## GET IN CONTACT

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## KEY STRENGTHS

- 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

- First Aid, CPR, Overdose Response, and Crisis Trained
- Built internship programs for 2 companies
- Built influencer marketing programs for 2 restaurants
- Created the Executive Fan Career Development Program
- Created SAMHELP (Substance Abuse and Mental Health Educational Learning Program) Currently for Music Business Professionals, Emerging Professionals-University, and Resident Assistants-University
- 7 Years in Hospitality/Restaurants
- 7 Years in Events (Freelance)
- 4 Years in Childcare

## 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

## EXPERIENCE

### FOUNDER, EXECUTIVE FAN LLC

January 2019-current

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

Freelance (January 2019-Current)

Current: Adamo Giraldo, Suli, Icey Coffey, Aliyah Kimmey

Past: Lvme Ley, Yung Bans, Desiigner, Nia Kay

#### 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-May 2023)

#### 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 CEO

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)