

CURRICULUM VITAE

LEESA SNIDER

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EDUCATION

- Completed Bachelor of Applied Business **2017-2019**
- *Entertainment Management (Collarts University)*
- Completed exchange scholarship **2018**
- *Music Industries (Drexel University, Philadelphia, USA)*
- Completed Bachelor of Arts **2014-2017**
- *Music Performance (Monash University)*
- Completed Music Diploma **2013-2014**
- *Music Performance (Victorian College of the Arts)*
- Completed VCE at Bialik College **2012**
- *Completed Fashion course Units 1,2,3 & 4 (Kangan Institute)*

EMPLOYMENT & WORK EXPERIENCE

Founder of Achord Agency **2019-Present**

ROLES AND DUTIES

- Social Platform Audits of Facebook, Instagram, Twitter, Pinterest & Youtube; inclusive of audience overview, identification of highest performing post by reach & engagement, brand narrative, insights and social strategy suggestions
- Scheduled posting, copy and content acquisition
- Ad creation and execution on Facebook Ads Manager
- Monthly Reporting on growth of organic reach, engagement, impressions, followers and viewers
- Assist with writing creative briefs for photo shoots
- Aid clients with website design, press kit collation, biography, press shots, album artwork and publicity plan
- Create and execute a social media strategy for upcoming music releases/events (Inclusive of digital marketing, press, advertising, publicity, radio and social media)

Head of Digital Marketing and Promotions at The Night Cat **2019-Present**

ROLES AND DUTIES

- Managing The Night Cat, The Alley Cat and Domingo Latino social channels across Facebook, Instagram and Twitter
- Monthly reporting on all social, promotional, marketing and advertising endeavours
- Analyzing report results and seeking new channels and platforms to deliver campaigns based on the data
- Handling and seeking all promotion related activities in regards to incoming shows, the venue and events including radio carts and interviews, online and street press, posters, giveaways, Mailchimp send outs and social activations
- Creation of promotional assets via Adobe Illustrator for print (The Music magazine, large poster outside the front of The Night Cat venue)
- Researching new and creative marketing tactics to employ to achieve venue objectives
- Building Eventbrite events, advertisements and updating the website to reflect this

Manager of JAZZPARTY
ROLES AND DUTIES

2020-Present

- Seek and book shows for the band
- Negotiate deals and represent the bands best interest
- Pitch shows to festivals and promoters
- Manage invoicing and settlements
- Liaise between JAZZPARTY and their record label, Remote Control Records
- Keep on top of band organisation and requirements for upcoming shows
- Strategise and execute releases and launches for new music digitally and physically
- Ensure that the mental health of the band and its members is protected and managed
- Advise the band on best practices and locate beneficial connections and services as required
- Ensure the safety of the band at all times

Manager of Eliza Hull
ROLES AND DUTIES

2021-Present

- Seek and book shows for the artist
- Negotiate deals and represent the artist's best interest
- Pitch shows to festivals and promoters
- Manage invoicing and settlements
- Keep on top of artist organisation and requirements for upcoming shows
- Strategise and execute releases and launches for new music digitally and physically
- Ensure that the mental health of the artist is protected and managed and accessibility needs met for every live show and appearance
- Advise the artist on best practices and locate beneficial connections and services as required
- Ensure the safety of the artist at all times

Digital Marketing/Social Media at WMA
(Brooklyn, NY)

2018-2019

ROLES AND DUTIES

- Assisting digital channel managers with projects and client campaigns including: Blue Chair Bay Rum, Republic Records, Janet Jackson, K.Flay, Reblution, Sophie Auster, Ariana and the Rose, Nikita Dragun, Astraea, Mija, Sound Of Vinyl,
- Collaborate with internal managers across all departments and external clients to determine, manage and execute campaigns
- Adhere to deadlines in regards to social activations, projects and office admin tasks
- Aiding the wider team with ad hoc duties
- Managing invoices, payments and depositing client checks
- Concoct monthly reports using a range of analytical tools including: Data Box, Crowd Tangle, Mailchimp, FB/IG/TW analytics
- Keep up to date with the latest trends in digital marketing and report to the wider team
- Weekly platform scheduling and content calendar on Hey Orca for various clients

Publicist for Between The Bays Music Festival
ROLES AND DUTIES

2018

- Liaise with media outlets (print, press and television)
- Obtain free press for the event
- Communicate the message and aim of the event to media and public (funds go to indigenous school initiative that allows students to participate in exchange between Northern Territories and Mornington Peninsula)
- Promote event on social media

**Marketing Coordinator for The Village Festival
(Edinburgh Gardens and Falls Festival)**

2017-2018

ROLES AND DUTIES

- Liaise with The Village staff, contractors, artists and media outlets
- Collate and organize marketing materials from artists
- Update The Village Festival website (WordPress)
- Prepare media releases and follow up with journalists and media agencies
- Promote performance prior via social media, word of mouth and advertising

**Talent Booking Consultant (Achor Entertainment)
(Bamboo Bean café/Events)**

2014-Present

ROLES AND DUTIES

- Liaise with venue management to obtain and organize music bookings
- Book an array of artists fitting the event brief
- Act as the go between for artist and venue
- Outline expectations clearly to both parties (verbally and in hard copy)
- Confirm performance dates with venue and communicate these to artists
- Discuss financial and organisational structure of the performance with venue and artist
- Perform as an external social media promotional platform for artists and business

**Assistant to Catherine Hutchinson
(Supporting management of The Badloves)**

2017

ROLES AND DUTIES

- Update online pages (Facebook, Instagram, Website, Twitter)
- Construct and send press releases via Mailchimp for upcoming tour dates
- Book transportation for The Badloves Australian tour
- Schedule Facebook posts to promote upcoming shows and festival slots
- Create and update travel itinerary for The Badloves Australian tour
- Double check all travel dates and accommodation

SKILLS SUMMARY

ORGANISATION & ATTENTION TO DETAIL

- Able to multi-task under pressure, organize thoughts and ideas clearly. Effective use of Google Sheets, calendars and notes allows clarity which results in higher productivity, efficiency and focus on multiple tasks at once.

MANAGING PEOPLE

- Exhibited by being a manager and having a personal assistant at The Night Cat who I supported and directed. Additionally shown through the people and teams I build around me. For example, the networking events I hold for women in the music industry has grown from 7 attendees to 50 attendees after collaborating with mentors and a female led jam session that runs directly after the event.

FOCUSED AND ABLE TO MEET DEADLINES

- Demonstrated through continuing to work for WMA whilst in Australia and completing tasks that were time sensitive for US clients.

CREATIVE

- Displayed through various social media activations, advertising campaigns and marketing strategies implemented at The Night Cat. For example, leveraging giveaway tickets for Charli XCX Laneway After party to convert audiences into actively engaged followers via social media competition.
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VOLUNTARY WORK

- Host female networking events for women in creative industries **2020**
- Volunteer at Changes Festival **2019**
- Social Media and Artist management for Thorne **2019**
- Hosted first Music Biz Besties Meet up in Melbourne, Australia **2019**
- Volunteered at Melbourne Music Week **2016**
- Delivering Christmas hampers to with Basket Brigade **2011**
- Performed at Israel's Independence concert **2008,2009,2010**
- Played music for elderly at Montefiore Homes **2009**

AWARDS AND ACHIEVEMENTS

- Completed VMDO Fair Play Program (Diversity Arts Australia) **2021**
- Accepted into AAM Gimme Shelter Program **2021**
- Completed AAM GROW Program **2021**
- Completed AAM Co-Pilot Program **2021**
- Completed Adobe Illustrator Level 1 (RMIT) **2020**
- Accepted into VMDO Experts in Residence Coaching with Viv Fantin **2020**
- Completed Snapchat Advertising Core Competencies **2019**
- Completed Google Ads Fundamentals **2019**
- Completed Facebook Blueprint **2019**
- Accepted into The Push Music Industry Pathways Mentor Program **2019**
- Awarded Dean's List Honours at Drexel University for Fall term **2018-2019**
- Scholarship to attend Bigsound Conference with Collarts University **2017**
- Scholarship to attend music course in New York (New York University) **2016**
- Scholarship to attend music course in Prato, Italy (Monash University) **2015**

REFEREES

Can supply upon request.