

# MELANIE RODRIGUEZ

[melanierrodriguez@gmail.com](mailto:melanierrodriguez@gmail.com) | 917-710-6986 | LinkedIn: [melanierrodriguez](#) | [melanierrodriguez.net](http://melanierrodriguez.net)

## SUMMARY

Experienced marketing professional with 10+ years of experience in strategic planning and marketing campaigns. Proven track record of developing successful strategies to drive sustainable growth and profitability.

## EXPERIENCE:

### Melanie Rodriguez, LLC

*Founder*

**New York, NY**

*Jan 2023- Present*

- Provide AI-integrated marketing strategies to artists, labels, and business owners, optimizing their processes and reaching their goals.
- Utilize 20+ years of music industry experience to guide client campaigns, from conception to execution.
- Expert in digital marketing techniques, leveraging social media management to expand client reach and engagement.
- Offer comprehensive artist development services, building solid foundations for long-term success in the music industry.
- Implement efficient project management strategies, ensuring client projects adhere to set timelines and budgets.
- Seamlessly integrate AI technologies into marketing strategies, enhancing efficiency and effectiveness.

### Better Noise Music

**New York, NY**

*VP, Marketing | March 2022 - Dec 2022*

*Senior Director, Marketing | Feb 2021-March 2022*

*Label Manager | Feb 2019-Feb 2021*

- Developed and executed cross-functional global marketing strategies, leveraging tour, digital, influencer, experiential, and film marketing, along with playlist strategy, captivating creative design, targeted ad campaigns, engaging social media content, fan activations, and PR messaging, resulting in 30% sales growth, chart-topping radio hits, and expanded fan bases for artists and feature films for an independent record label and film production company.
- Launched and managed successful marketing campaigns for over 70 new single and album releases, achieving billions of streams, millions of video views, and RIAA-certified Gold and Platinum records.
- Lead the planning, production, and execution of all marketing initiatives with internal, external, and third-party providers, creating cohesive marketing plans with clear goals, deadlines, and metrics.
- Utilized analytics to pivot campaigns and target higher value customers, resulting in increased campaign successes and improved conversion rates.
- Managed a roster of established and developing Alternative, Country, and Rock acts, communicated with artists, management, and third-party teams to create strong, trusting relationships and bespoke, nuanced campaigns.

- Negotiated with vendors, created and managed marketing budgets (\$150K-1M), and forecasted revenue and expenses for each assigned project, resulting in consistently meeting or coming in under-budget while maximizing ROI.
- Lead a team that produces all creative commercial and promotional elements, such as artwork, videos, and photos, resulting in increased sales and engagement for assigned projects and artists.
- Oversaw product management team establishing internal documents and processes to streamline and organize workflow, while providing leadership, guidance, and mentorship to ensure the team's success in achieving marketing goals.
- Collaborated with senior leadership and cross-functional teams, including A&R, production, streaming, sales, data science and finance, to align marketing campaigns with company objectives and budgets.

### **PS Business Management**

*Account Manager*

**New York, NY**

*2016-2019*

- Provide business management services to high net-worth clients in the entertainment industry, including budget preparation, cost analysis, and profit/loss management for musician's tours and related small businesses.
- Generate monthly and semi-monthly cash flow statements, conduct financial statement analysis, and reconcile bank accounts for both personal and company accounts.
- Efficiently disburse commissions based on clients' royalties received, process personal and related-company payments, receivables, and payrolls.
- Assist in tax preparation for clients' personal and small businesses, including processing 1099 forms and ensuring compliance with IRS regulations.
- Utilize strong analytical and financial skills to optimize clients' financial performance and ensure accurate and timely reporting.
- Demonstrate exceptional attention to detail and organization, consistently meeting deadlines and exceeding client expectations.
- Leverage excellent communication and interpersonal skills to build and maintain strong relationships with clients and stakeholders in the entertainment industry.

### **MPress Records**

*Director of Marketing and Publicity | 2011-2016*

*Promotions Coordinator | 2009-2011*

**New York, NY**

- Recruited to develop, grow, and lead marketing and publicity departments for a boutique record label specializing in singer-songwriters and alternative rock bands.
- Increased online and offline sales by 60%, subscribers, social media impressions, and YouTube views by 30% through successful branding of artists and product lines, resulting in a company milestone achievement of sales and rankings for an artist's album reaching #35 on Billboard's Heatseekers Album Chart.
- Developed and launched new marketing strategies that incorporated traditional and digital media, events, corporate sponsorships, not-for-profit partnerships, strategic endorsements with high-profile brands, distribution companies, and international music festivals and tours resulting in a 75% increase in overall website traffic across label and artist sites.

- Spearheaded the production of all content, videos, photoshoots, and graphics for marketing collateral, leading freelance photographers, designers, stylists, directors, and videographers to ensure the most effective and engaging campaigns were produced that resulted in record growth for artist ticket sales, social media engagement, followers, and email list subscribers.
- Established strong relationships with writers, curators, and editors for magazines, television, and radio, resulting in a 100% increase in media coverage within the first year.
- Dramatically improved visibility of artists, achieving a ten-fold increase in attendance at label events at South by Southwest and CMJ Music Marathon. Secured media partnerships and negotiated event sponsorships with high-profile names, such as Audio-Technica, Kind Bar, and Women in Music.

**OCD Music Group, Inc.**

**Long Beach, NY**

*Director of Artist Relations*

*2004-2007*

- Managed artists on career development, recording sessions, live performances, and image branding for a national artist management group specializing in Top 40 musical talent
- Developed and executed marketing campaigns: created press kits, biographies, and website content to enhance artist development
- Coordinated schedules and travel accommodations nationwide for all artists
- Secured corporate sponsorships and venture capitalists through customized presentations, detailing industry statistics, target audiences, marketing strategies, revenue forecasting, and ROI modeling
- Managed financial aspects of each artist, including project budgets, reconciliation, billing, and invoicing.

**10th Street Entertainment**

**New York, NY**

*Associate Accountant/Office Administrator*

*2007-2008*

- Managed all accounts payable and accounts receivable for a prominent entertainment management firm
- Assisted CFO in financial management, including bookkeeping, accounts payable/receivable, and budgeting
- Generated financial reports and analysis to support decision making and budget planning
- Coordinated with vendors, clients, and staff to ensure timely and accurate payment and delivery of services and products
- Utilized software such as QuickBooks and Microsoft Office to facilitate accounting and administrative tasks.
- Managed office operations and administrative tasks, including scheduling, correspondence, and record keeping for offices in NYC and Los Angeles
- Maintained inventory of office supplies and equipment

**Band AM Artist Development**

**New York, NY**

*Talent Marketing Consultant*

*2003-2007*

- Provided strategic consulting services to over 20 artists, managing and monitoring their career progression

- Supervised talent on legal contracts, copyrights, creation of press kits, and identifying/securing potential revenue streams
- Developed short and long term marketing plans, including targeting, positioning, and budget expectations
- Developed social media campaigns to increase online presence: created and acquired social media pages, analyzed Facebook and Twitter pages/metrics, and provided consultative media optimization recommendations
- Managed all promotional efforts including brand identity, image, representation, and securing of venues
- Organized, promoted, and managed bi-monthly showcases at NYC venue The Continental, featuring local NYC and Long Island talent.

**Diffuser Tours, Inc.**

*Tour Manager*

**New York, NY**

*2002-2003*

- Advanced contracted performances by creating detailed artist itineraries, coordinating travel accommodations and transportation within predetermined budgets, and communicating with venue staff to ensure a smooth performance.
- Managed finances for tours, including maintaining accurate accounting of profits, guarantees, fees, crew payroll, merchandise sales, and expenses.
- Traveled internationally with artists, overseeing all logistics and handling day-to-day activities such as scheduling television and radio appearances, and coordinating with festival organizers and local promoters.
- Developed relationships with industry contacts such as talent agents, venue staff, and promoters to ensure the best possible outcome for the artist's performance.
- Coordinated with marketing and publicity teams to promote tour dates and events through social media, print, and radio.

**Rainmaker Group, LLC / The Downtown**

*Office Manager / Assistant Promotion Director*

**Farmingdale, NY**

*2001-2002*

- Instrumental in the startup phase, managing pre-launch operations, staffing, and financial oversight, including A/P, A/R, and cash flow projections, while also spearheading artist negotiations and a 6-month event lineup for the grand opening.
- Enhanced operational efficiency and staff coordination through standardized procedures, robust ticket sales tracking with Ticketmaster, and comprehensive financial reporting to business partners.
- Led marketing and promotional initiatives, significantly boosting venue visibility and engagement through targeted mail/email campaigns, database management, and innovative event planning.
- Oversaw web content management and coordinated large-scale catering events, demonstrating a broad skill set in digital management and event organization.

**PROJECTS**

***Co-Chair, Communications | Women In Music Org. | New York & Global Chapters | 2014-2017***

- Developed and coordinated communications plan for organization to develop an online presence, amplifying reach of key initiatives and increasing organization membership.

- Led a team of 6 volunteers to create engaging content across all social media platforms, resulting in increased web traffic & attendance for New York City chapter events.
- Designed best practices to help launch new organization chapters around the nation & internationally including Los Angeles, Miami, Chicago, Boston, Nashville, Spain, London & India.

## EDUCATION

- **Bachelors, Business Management** | Long Island University at C.W. Post | Brookville, NY 2006
- **Associates, Music Business** | Minor in Artist Management | Five Towns College | Dix Hills, NY 2001

## TECHNICAL SKILLS

- *General:* MAC & PC, Microsoft Office, Excel & Google Suite
- *Web:* HTML, Adobe Dreamweaver, Squarespace, Bit.ly, Linktree, Shopify
- *Financial:* Quickbooks, Mint & Coinbase, Robinhood, various online banking platforms
- *Communications/PR:* MailChimp, Fanbridge, PRWeb, Cision, Haulix, Survey Monkey
- *Design:* Adobe Photoshop & Canva
- *Project Management:* Dropbox, Slack, Monday, ASANA, Notion, Trello, Zoom, & Basecamp
- *Music/Marketing/Analytics:* Music Connect, Spotify For Artists, Amazon Music for Artists, Chartmetric, Apple Music for Artists, Feature FM
- *Social Media:* Facebook, TikTok, Hootsuite, Twitter, YouTube, Instagram, Pinterest, Reddit & Snapchat
- *Artificial Intelligence:* ChatGPT, Dall-E, Perplexity AI, Midjourney & Bard

## SOFT SKILLS:

- |                     |                         |
|---------------------|-------------------------|
| • Communication     | • Stress management     |
| • Teamwork          | • Adaptability          |
| • Problem-solving   | • Conflict management   |
| • Time management   | • Leadership            |
| • Critical thinking | • Creativity            |
| • Decision-making   | • Resourcefulness       |
| • Organizational    | • Persuasion            |
|                     | • Openness to criticism |

## HARD SKILLS

- |                              |                      |
|------------------------------|----------------------|
| • Marketing                  | • Project Management |
| • Social Media Marketing     | • Negotiation        |
| • Content Management Systems | • Writing            |
| • Data Analysis              | • Presentation       |
| • Design                     | • Administrative     |
|                              | • Financial Analysis |

## ACHIEVEMENTS

- Billboard Women in Music Nominee (2013, 2011)
- Board of Directors, Co-Chair Communications Committee at Women in Music Org.

## **PROFESSIONAL DEVELOPMENT**

- Section: Generative AI Business Strategy
- Section: The Brand Strategy Sprint
- Meta: Analytics Foundations Course
- Google Foundations of Project Management Course
- Vanderbilt University - Generative AI Primer Course
- Vanderbilt University - ChatGPT Advanced Data Analysis Course
- General Assembly - Digital Marketing Circuit