

# SABRINA PEREIRA DA SILVA

## PROFESSIONAL PROFILE

Music industry professional with background in live events, artist services, and marketing. Enthusiastic team player with exceptional follow-through, and experience communicating with various industry partners both domestic and abroad. Strong organizational skills and attention to detail. Ability to prioritize and multi-task.

## EXPERIENCE

### **Moon Crawl Mgmt.**

*Marketing Coordinator*

*Nov. 2021 - Present*

- Developed marketing release plans - timelines, promotional budgets, creative initiatives, and paid/organic social media strategies that resulted in a 16% increase in Spotify followers for one act
- Analyzed advertising, social media, Chartmetric, and S4A metrics for audience and promotional insights
- Produced marketing assets including video adverts, social media visuals, emails, and artist-specific landing pages
- Researched social media trends, particularly Tik Tok, to advise artists on how to interact with each platform

### **237 Global, Inc.**

*Live Events Project Manager*

*Sep. 2020 - Oct. 2021*

- Managed VIP projects for priority clients including Shawn Mendes, the Hella Mega tour, 311, Trippie Redd, Lynyrd Skynyrd, the Smartless podcast, and Tate McRae
- Executed setup of the FirstAccess bundle presale and VIP offers on Shawn Mendes Wonder: The World Tour NA and EU/UK legs (60+ total dates), working with management, promoters, ticketing platforms, and agencies
- Established the processes for virtual meet & greets and livestream initiatives, in all aspects from internal staffing to client relations and customer service to serve up to 10,000+ attendees per event

*Live Events Project Coordinator*

*May 2019 - Sept. 2020*

- Organized VIP activations on domestic and international tours, coordinating all necessary labor, hospitality, rentals, and customer outreach to serve superfans across multiple VIP tiers
- Managed and evaluated tour VIP budgets, negotiating vendor and service contracts to reduce expenditures
- Coordinated virtual event onsales with all departments, obtaining artwork, timelines, package specs, and pricing

## INTERNSHIPS

### **237 Global, Inc.**

*Artist Services Intern*

*Sep. 2016 – May 2019*

- Assisted project managers in tracking tour budgets, show advances and customer data to execute VIP programs
- Maintained department calendars, call schedules, process guides, ticket counts, templates, and trackers
- Composed decks using Google Slides and Canva to illustrate company offerings and VIP proposals to clients

### **Live Nation**

*Clubs & Theaters Marketing Intern*

*Jan. 2019 - May 2019*

- Crafted marketing copy for social media and paid posts, following established brand tone and language
- Managed internal documents such as on-sale schedules, guest lists, and invoices to support marketing team

### **Sony Music Entertainment**

*International Marketing Intern*

*Sep. 2018 - Dec. 2018*

- Composed weekly reports of streams, sales, and chart positions of key tracks/albums to inform VPs
- Brainstormed creative marketing strategies to engage existing fans and generate buzz amongst new audiences
- Created one-sheet proposals for artist marketing projects, illustrating Coordinators' vision and campaign goals

## EDUCATION

2015 - 2019 • New York University  
Bachelor of Music, Music Business

## ACHIEVEMENTS

Next Gen Femme 2021 Mentee, Measure of Music  
Hackathon 2022 First Place Winner

## SKILLS

Microsoft Office (Excel, Powerpoint, Word, Outlook),  
Google Apps (Sheets, Docs, Slides, Forms), Hubspot,  
Mailchimp, Canva, Chartmetric, Spotify for Artists

## LANGUAGES

Brazilian Portuguese, Spanish, Italian