

ERICA BANK

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EDUCATION

Northwestern University Bienen School of Music, Evanston, IL

Bachelor of Science in Music / Minor in Music Technology / Certificate in Entrepreneurship

Expected Graduation: May 2020

Cumulative GPA: 3.78/4.0

PROFESSIONAL EXPERIENCE

Niteskool Productions - Evanston, IL

September 2017- Present

Founder / President

- Reinvented the prestigious 'Niteskool Project' after four years of inactivity
- Founded 'Niteskool One Takes', a live video concert series set in unconventional settings
- Generated and managed an infrastructure with over 90 members, supervising subgroups of production, marketing, A&R, and business operations
- Programmed a networking summit for 150+ students and 200+ alumni
- Led fundraising efforts to source and finance production through university grants and alumni engagement
- Developed the website and social media platforms (<https://www.niteskoolproductions.com>)

AEG / The Bowery Presents- New York City

Summer 2019

Intern

- Constructed financial reports on resale ticketing and secondary distributor ticket sales
- Created a model for a three day experiential music festival targeted at multi-generational engagement
- Oversaw show settlement processes and distribution of advancement invoices and production riders
- Researched geographic market sectors to optimize ticket sales for eastern rooted U.S tours
- Designed and pitched commercial sponsorships and brand activations for *Coachella*, *Firefly* and *Mo Pop Festival*

Warner Music Group- New York City

Summer 2019

Emerging Talent Associate

- Delivered capstone presentation on digital revenue optimization in India to Warner executives and department managers
- Tracked and analyzed sales of global catalogue through weekly Soundscan and iTunes Connect reports
- Organized and reconfigured department's metadata files
- Monitored company's website and curated artist news articles and press releases

Sofar Sounds- New York City

Summer 2018

Business Operations Intern

- Catalogued and analyzed databases of artist development and consumer engagement data
- Curated run-of-show packets for daily live concerts
- Tracked and analyzed social media impressions for commercial sponsorships and brand partners
- Managed back-end of official *Sofar Sounds* website

Madison House Presents- Forest Hills, Queens

Summer 2017 + 2018

Production Assistant

- Managed guest services for concerts with 14,000 attendees
- Collaborated with production team to refine event operational strategies
- Carried out day-of-show production tasks to ensure patron satisfaction
- Liaised between guest services and talent to program VIP experiences

CAMPUS INVOLVEMENT

WNUR Radio Station- Northwestern University

September 2016- Present

- DJ for live radio show, "Rock Show"
- Mixed and performed for live radio show, "Streetbeat", an electronic music program

Tri Delta Sorority- Northwestern University

December 2016- Present

Music Chair / Member

- MCed all sorority celebrations and curated playlists for chapter's philanthropy events

SKILLS Music: Classical voice and opera performance, tenor saxophone, vinyl + digital DJing **Technical:** Ableton Live, Sound Forge, Traktor **Administrative:** Pitch & grant writing, budget modeling, finance reconciliations