

ERICA BANK

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EDUCATION

Northwestern University Bienen School of Music | Graduated March 2020
Bachelor of Science in Music | Minor in Music Technology | Farley Certificate in Entrepreneurship & Innovation

PROFESSIONAL EXPERIENCE

EMÁJYN - Chicago, IL December 2019- Present

Lead Project Manager & Executive Assistant

- Manage workflow and timelines for internal projects, external design and contractor work, and client deliverables
- Organize, plan and prepare team meetings including agendas and minutes
- Prioritize and respond to email communications on behalf of the CEO
- Build-out research decks with market projections, insights, and feasibility case studies
- Participate in key business development meetings and lead the strategy behind a new brand extension

AEG / The Bowery Presents- New York City Summer 2019

Intern

- Constructed financial report 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 an eastern rooted U.S tour
- 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

- Reviewed and catalogued 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

CAMPUS LEADERSHIP

Niteskool Productions - Northwestern University September 2017- March 2020

Founder | President | Head of Operations

- Reinvented the prestigious 'Niteskool Project' after four years of inactivity
- Created and developed "Niteskool Sessions", a live video concert series
- 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
- Produced the website and social media platforms (<https://www.niteskoolproductions.com>)

CERTIFICATES & AWARDS:

Harvard edX CS50 (2020): Introduction to Computer Science - Harvard University

An introduction to the intellectual enterprises of computer science and the art of programming

Purple Pride Award (2019): Outstanding Third-Year Student- Northwestern University

Award given to a student on track to graduate in 2020 who has modeled one or more of the competencies of Northwestern's Leadership Framework, enhanced the campus community and demonstrated a commitment to Northwestern University's values.

SKILLS Administrative: Project Management, Pitch & Grant Writing, Budget Modeling, Finance Reconciliations **Technical:** Ableton Live, Traktor, Max MSP **Music:** Classical Voice and Opera Performance, Alto Saxophone, Vinyl + Digital DJing **Computer Languages:** C, Python, SQL