

Kathryn N. Sano

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Education

New York University – New York, NY

M.A. Music Business, May 2010

Syracuse University – Syracuse, NY

B.S. Marketing Management; B.S. Supply Chain Management, June 2006

Experience

Founder/Executive Director

The Music Business Network, December 2008 – Present

- ◆ Planned, promoted & hosted 20+ networking events throughout New York City (including 4 DJ showcases) with expected attendance ranging from 30-134 individuals (averaging 60 attendees/event)
- ◆ Responsible for hiring, managing, & negotiating compensation terms with venues, volunteer staff, interns & independent contractors
- ◆ Attended networking events, performances, meetings & industry panels/events to develop The Network & arrange partnerships
- ◆ Built the Company through leveraging a basic website against social networking platforms gaining over 4,000 members located throughout 52+ different countries
- ◆ Facilitated communication between members in order to connect them with the appropriate individuals & information they needed in order to further their career goals
- ◆ Provided consulting & educational services to network members regarding demos, career development, publicity, marketing, & business development
- ◆ Tracked expenses & prepared budgets, expense reports, cash flow statements, balance sheets, and income statements
- ◆ Worked with a multi-platinum international musician's management, marketing, & PR teams to develop a comprehensive integrated marketing strategy to increase his brand awareness in the U.S. market

Marketing & Business Development Consultant

Ear To The Streets TV, January - March 2011

- ◆ Vetted, obtained videos from, & communicated with artists & PR companies regarding artists' placement on the show
- ◆ Developed all operational procedures & created the monthly production schedules for the show

Special Events Night Time Receptionist

Opera America, September – October 2010

- ◆ Greeted visitors in a friendly, welcoming & professional manner & directed them to their proper destination
- ◆ Responsible for setting up & breaking down events, answering phone calls & providing service to all incoming visitors

Community Outreach Organizer Intern, Business Development

GreenShoelace.com, January – May 2010

- ◆ Facilitated the development & promotion of 8 SXSW & 4 volunteer contributor events
- ◆ Corresponded with career centers & bloggers to obtain new freelance writers & photographers
- ◆ Monitored & analyzed the Company's digital platforms' analytics to attract new business & contributors

Intern, Publicity Department

Ariel Publicity/Cyber PR, June - August 2009

- ◆ Selected to act as a full-time publicist & had the highest resource response & artist feature rate (77%) out of all interns & employees
- ◆ Developed an internship manual outlining how to more effectively obtain coverage for clients
- ◆ Compiled media lists comprised of resources that might feature clients, as well as, contacted & followed up with them regarding placement
- ◆ Created bi-weekly reports informing clients of campaign progress & summarized what the Company achieved on their behalf
- ◆ Entered new publicity resources & updated existing resources' information in the Cyber PR database

Intern, A&R Department**Decca Label Group, January - April 2009**

- ◆ Ascertained knowledge pertaining to the A&R artist selection process (ranging from vetting to signing artists)
- ◆ Examined alternative newsweeklies in the 50 major US markets to determine live performance & musical trends throughout the country
- ◆ Researched & monitored blogs to determine musical trends & to find artists who had the potential for being signed to Decca
- ◆ Provided feedback to A&R executives about artists' commercial viability
- ◆ Entered artists, entertainment companies, & songwriters' (who submitted their demos/press kits for review) information into an A&R log
- ◆ Developed an internship training manual outlining how to perform key tasks & internship duties

Communications Assistant**Avatar Studios, October 2008 - March 2009**

- ◆ Coordinated communication between studio staff & clients to ensure client satisfaction
- ◆ Supervised various operations throughout the studio

Buyer Assistant, Music Merchandising**TransWorld Entertainment, May 2007 - August 2008**

- ◆ Communicated with 35+ music & DVD distributors about ordering product, delivery status, & order placement issues
- ◆ Supervised label, distributor, & retail buying & returns processes
- ◆ Provided information about key releases to stores & resolved music merchandising store issues
- ◆ Executed marketing projects to ensure proper placement of urban CDs & DVDs in top selling urban stores
- ◆ Developed a Buyer Assistant's manual outlining how to perform all key tasks & job duties
- ◆ Ensured that new releases were accurately entered into the AS 400 database
- ◆ Assisted with obtaining clearance for usage of the Stellar Gospel Awards logo

Owner/Founder**Metropolitan Media Group/ D-Squared Records, June 2005 - January 2007**

- ◆ Coordinated the strategic correspondence with 75+ independent musicians
- ◆ Created & promoted a hip hop showcase featuring 8 local artists as part of Syracuse University's annual "MayFest Celebration"

Manager of Music Producer Matt Carapella**Seventh Step Entertainment, August 2005 - August 2006**

- ◆ Liaised between artists and companies on behalf of producer
- ◆ Generated license agreements & negotiated deals pertaining to the promotional use & sale of producer's music
- ◆ Constructed a 5 year artist career management plan
- ◆ Conceived, implemented, & evaluated traditional, integrated, & entrepreneurial marketing strategies
- ◆ Obtained 50+ willing musicians to dedicate their time & music to perform on a music DVD promoting Carapella's services
- ◆ Managed a hip hop group consisting of 3 local (Syracuse) musicians on behalf of producer
- ◆ Provided creative input to help develop final song structure of producer's music

*** Please review the following pages to view additional employment information, honors, activities, & skills ***

Additional Experience

The City of Albany: Buildings & Regulatory Compliance

Community Aide, May - October 2013

- ◆ Interfaced with landlords & tenants regarding inspection scheduling, complaints, & code violations
- ◆ Worked with the Treasurer's office to correct Rental Occupancy Permit (ROP) bills to ensure billing accuracy & discovered unbilled ROP inspections from 2012 and recovered payments for them
- ◆ Generated & distributed instructional documents to staff regarding how to utilize the numerous databases, software programs, & internal shared drives properly
- ◆ Responded to customer inquiries the same day they were made to ensure customer satisfaction

Director of Digital Ad Operations

InterMedia Outdoors, June 2011 - February 2012

- ◆ Managed digital advertising campaigns for 40+ digital properties (utilizing DART/DFP)
- ◆ Ensured all digital advertising campaigns' proper execution & delivery by communicating with clients, ad agencies & sales reps
- ◆ Trained an outsourced digital advertising operations company on IMO digital ad operations processes to ensure the successful transition of select ad trafficking duties from IMO to them
- ◆ Conducted a comprehensive digital advertising audit for all 2011 campaigns (as part of a retention marketing strategy) & provided reports to the COO/CFO, CMO, & CEO

Business Development Coordinator

InterMedia Outdoors, October 2010 - February 2012

- ◆ Coordinated & managed 6 in-store events promoting the re-launch of the American Gun Dog TV show
- ◆ Utilized Traditional Project Management & 6-Sigma techniques to collaborate with 6 multi-national corporate brands to efficiently execute participation in these in-store events
- ◆ At the behest of the CMO, developed ideas for Youth, Conservation, & Educational initiatives that had editorial relevance with the intention of increasing the IMO brands' subscriber bases
- ◆ Tasked with determining how to staff the marketing department to execute the Youth, Conservation, & Educational initiatives
- ◆ Established a dedicated market research intelligence tool to identify key prospects, industry trends, streamline market research distribution & internal communication enabling sales reps to obtain new clients & increase current clients' advertising spends
- ◆ Determined best sales prospects utilizing a variety of digital & print market research services (GFK MRI, ComScore, Magazine Radar) & social networking tools
- ◆ Completed RFPs, generated media kits, editorial calendars, circulation trend analysis & demographic analysis documents, endemic & non-endemic sales presentations & one-sheets
- ◆ Worked with the Director of Digital Content Development to address social media inefficiencies to optimize their future effectiveness
- ◆ Worked with the IT department to develop a dedicated Sales Drive for the sales and marketing teams to share & store sales materials, business development projects, market research, market intelligence articles, creative assets & revenue reports

Order Processing Supervisor

World Logistics Group, February - March 2007

- ◆ Supervised 13 employees with an emphasis on open communication & efficiency
- ◆ Helped to establish & measure baseline employee productivity standards utilizing a daily score card
- ◆ Coordinated & communicated with employees & other distribution facilities to meet strict shipping deadlines

Manager

Tanarama Tanning Salon, July - August 2005

- ◆ Supervised 7 employees with a strong emphasis on customer retention and cost control
- ◆ Identified customer satisfaction problems and instituted strategies and disciplinary measures to reduce them

Intern

Office of the Albany County District Attorney, July - August 2005

- ◆ Worked with a team of interns to create an anti-gun violence campaign focused on creating a variety of activities to deter youth from engaging in violent behavior (including the creation of a concert series)
- ◆ Facilitated team meetings regarding the development of the anti-gun violence campaign

Honors, Activities & Service

Guest Speaker about networking in the music industry at NYU Steinhardt's Music Business Undergraduate Program Collegium	February 2013
Adjunct Professor for AJL Music's "High School Music Business Speaker Series" at Town Hall School NYC	April 2012
Guest Speaker for Kipp Heartwood Academy's annual "Career Exploration Panel" for 7 th & 8 th grade students	June 2010 & June 2009
Wrote an article (Published in ASCAP's "Playback Magazine" about how musicians can utilize digital analytics tools to focus their marketing, promotional, and touring efforts more efficiently	June 2010
Recipient of the 2010 NYU Steinhardt Graduate Student Organization's "Star Award" for establishing The Music Business Network	May 2010
Guest speaker for the Academy of Scholarship & Entrepreneurship's "Music Is My Business Panel" for high school students interested in pursuing careers in the music industry	April 2010
Helped facilitate & represented The Music Business Network & member companies' participation at the NYU Wasserman Center's "Music & Entertainment Industry Professions 2010 Expo"	April 2010
Volunteer for Lincoln Center's Out of Doors Festival & Mid-Summer Night's Swing Concert Series	July 2009
Volunteer for the City Park's Foundation at Central Park's SummerStage concert series	July - August 2009
Volunteer for the Urban Music Awards as the acting stage manager & sponsor liaison	July 2009
Volunteer for Central New York Jazz Arts Foundation's Jazz in the Square	July 2005 & July 2006
Volunteer guest speaker (about music & marketing) at Jamesville-Dewitt Middle School	November 2005
As a member of the American Marketing Association, at Syracuse University, I assisted in conceptualizing & implementing a guerilla marketing plan for award winning music group "Sweet Honey in the Rock"	September - October 2005
Volunteer for the City of Albany's annual "Alive @ 5" concert series	July 2005

Skills

Market Research			
Google Analytics	ComScore	Magazine Radar	Ad Age
Redbooks	Audit Bureau of Circulations (ABC Statements)		GFK MRI
Quantcast Analytics	Event Websites (EventBrite, Flavorpill, EventSetter, EventCrazy, etc...)		Lexis/Nexus
IBIS World	Social Media Analytics Programs		Ad Database
Programs			
MAC/PC Platforms	Microsoft Office Professional	Pages	Numbers
Keynote	Dart For Publishers (DFP)	Adobe Photoshop	Adobe In-Design
Microsoft Project	Google Webmaster Tools	Google Hangouts	WordPress
Drupal	SAP	iMovie	Final Cut Pro
Steinberg's Cubase SX3	Digidesign's ProTools	Propellerhead's Reason	Minitab
Social Networking			
Facebook	Twitter	MySpace	Pinterest
Instagram	Ello	Flickr	FourSquare
Google+	Hootsuite	Netvibes	Storify
Zoomerang	Social Dock	Konnecti	Canva
Databases			
File Maker Pro	IBM AS400/iSeries	Microsoft Access	MySQL

