

# Kiara Marques

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## EDUCATION

### Fordham University

Bachelor of Arts **Major:** Communications and Culture **Minor:** Marketing  
GPA: 3.5

**Bronx, NY**

August 2018 - May 2022

## PROFESSIONAL EXPERIENCE

### Warner Music Group

**Nashville, TN**

*Publicity Intern, Emerging Talent Associate Program*

September 2021 - November 2021

- Wrote press releases for Warner Music Nashville artists [Morgan Evans](#) and [Robyn Ottolini](#) ahead of album and single releases
- Created and maintained a database on Excel of relevant magazines, newspapers, and radio stations and their contacts for press
- Formulated pitches to media outlets and publications to generate press for upcoming tour dates and releases
- Compiled artist quote sheets to be used for press releases, ads, and promotional purposes
- Delivered a presentation to department heads and executives about the best publicity practices to break new artists for the Emerging Talent Associate Showcase

### Mick Management

**Brooklyn, NY**

*Artist Management Intern*

June 2021 - August 2021

- Helped manage 17 Grammy and Oscar nominated artists, such as Leon Bridges, Maggie Rogers, Jon Batiste, WALK THE MOON
- Carried out research projects for artists, worked closely with Day-to-Day managers, and assisted with administrative duties
- Analyzed weekly sales and streaming data for single/album releases using Nielsen Music Connect and Spotify for Artists
- Conducted analysis on social media trends across platforms and created digital assets for artists

### Mezz Entertainment

**New York, NY**

*Artist Management Intern*

January 2021 - May 2021

- Oversaw 3 artists with an aggregate following of ~800k followers across various media platforms, and conducted marketing on their behalf to secure placements on playlists and blogs
- Conducted research on brands who compliment clients' image to obtain brand partnerships
- Formulated pitches and developed marketing material used for outreach to brands on behalf of artists for potential collaborations

### Warner Music Group

**Remote**

*Career Classroom Series Participant*

March 2021 - May 2021

- Selected to participate in a 10-week professional development program highlighting the various departments within Warner Music Group (WMG) and its subsidiaries
- Actively involved in Q&A panels with WMG employees across different fields in the music industry to expand knowledge of working in the business

### Cyber PR & Cyber PR Music

**Brooklyn, NY**

*Public Relations Intern*

May 2020 - January 2021

- Wrote 20+ reviews of new singles published across 7 music publications and created pitches to music blogs for artist features
- Developed artist campaigns to promote new single and album releases and pitched singles to playlists via SubmitHub
- Researched blogs and potential online music resources for more than 15 clients
- Created promotional digital content for artists and Cyber PR's social channels and wrote blogs on new music industry trends

### Fordham University Walsh Library

**Bronx, NY**

*Circulation & Reserves/Librarian Assistant*

August 2018 - Present

- Manage resource sharing requests from patrons and other libraries and organize inventory of 1,000,000+ books

## LEADERSHIP EXPERIENCE

### Resident Assistant

2020 – Present

- Develop an inclusive resident community through creative programming that fosters political, social, and cultural awareness
- Supervise and advise approximately 500 students in on-campus housing facilities, enforce and regulate rules to keep a safe environment, address inappropriate conduct, and provide advisement on a myriad of student issues

### Captain of the Fordham University Women's Rugby Team

2019 – Present

- Act as a positive role model for all teammates by exhibiting a strong work ethic and emphasizing teamwork
- Effectively communicate with a diverse team of athletes, coaches, and game officials to make critical decisions on and off the field

## SKILLS

**Analytics:** Google Analytics Individual Qualification (IQ), Nielsen Music Connect, Spotify For Artists, Facebook Analytics, Instagram Insights, Twitter Analytics, Buffer || **Languages:** Portuguese (Fluent), Spanish (Fluent) || **Social:** Instagram, Twitter, TikTok, Facebook, LinkedIn || **Technical:** Google Suite, Microsoft Office

**Additional Skills:** Excellent verbal and written communicator, adaptable, team player, able to work under pressure, and able to manage time effectively. Strong interpersonal and problem-solving skills.

**Interests:** Music and live performance, Coffee, Playing guitar, Singing, Drawing, Painting, Rugby, Traveling, Cooking