

Tayah Fox

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EDUCATION

Columbia College Chicago

Chicago, IL

Bachelor of Fine Arts in Music Business: Recorded Music and Publishing | Minor in Social Media and Digital Strategies | GPA: 3.8

Relevant Coursework: Music Publishing, Business of Music, Record Label Operations, Music Marketing, Law for Creative Industries, Music Industry Deals

Graduation: May 2024

WORK EXPERIENCE

Social Media Intern

Remote

Mezz Entertainment

January 2024 - Present

- Plan and execute social media posts for LinkedIn and Twitter.
- Create and implement a social media strategy to grow social media presence.
- Analyze metrics for insights on social media strategy.

Social Media Intern

Remote

Talent Resources

September 2023 - December 2023

- Created engaging graphics and reels using Canva for Talent Resources' Instagram page.
- Collaborated with a team to brainstorm, develop, and manage content calendars.
- Managed community engagement and interaction across various social media platforms

Founder & Editor-In-Chief

Chicago, IL

POP TOKKI

February 2023 - Present

- Oversee all aspects of the operation, ensuring responsibilities are met and teams operate smoothly
- Create attractive graphics, edit engaging videos for social media, and manage accounts to boost online presence.
- Reach out to the press for partnerships and collaborations, expanding industry reach.

Freelance Writer

Chicago, IL

KpopWise, Genius Korea, Sweethigh

September 2022 - Present

- Pitch and write articles about K-pop news, updates, and events.
- Achieve SEO goals to ensure articles are shown in search engines.
- Research artists for accurate reports in written articles.

Sync Licensing Intern

Remote

Dawn Patrol Music

June 2023 - August 2023

- Updated and Onboarded New Music into DISCO to manage the music catalog.
- Developed and curated customized playlists for pitching purposes.
- Researched and contacted companies for music licensing for film purposes.

MEMBERSHIPS & EXTRACURRICULARS

Grammy U Member

Chicago, IL

The Recording Academy

January 2023-Present

Street Team Member

Chicago, IL

Fan to Band

July 2023- Present

AWARDS & HONORS

- National Honor Society: 2018-2019
- Columbia Scholar Award: 2020-Present
- Dean's Scholarship: 2020-Present
- Dean's List: 2020-Present

SKILLS

Professional Skills: Music Marketing, Music Publishing, Music Licensing, Digital Marketing, Music Journalism, Creative writing, Social Media Management/Marketing

Technical Skills: SEO, HTML, CSS, Social Media Management, Adobe After Effects, Adobe Photoshop, Canva, Microsoft Office (Excel, Powerpoint, and Word), Google Suite (Docs, Sheets, and Slides), Slack