

AUTUMN HAILE

CREATIVE RESUME

New York, NY - (949) 610-5285 – autumnhaile@gmail.com – www.jukeboxmixtape.com

EDUCATION

Musicians Institute: (Hollywood, CA)

Music Business and Vocal Technique - Recipient of Musician Scholarship 4 Semesters

AA Degree Vocal Technique | Certificate of Music Business

Orange Coast College: (Costa Mesa, CA)

English | Creative Writing

QUALIFICATIONS

WRITER: Professional writer for 10 years writing for a variety of sources including marketing copy, online music publications, personal statements and biographies, social media copy, and creative ventures. I've authored one unpublished novel and have written over 600 articles across various online publications.

EDITOR: Served as an editor for two online publications including Jukebox Mixtape and recently launched, Tomato Sass. Frequently hired to edit copy for businesses, individuals, and other works. Experienced in copyediting, content editing, and proofreading.

BUSINESS & CORPORATE: Developer, writer, editor and designer of a wide range of business materials. Clients include Universal Music Group, Epic Skin of Newport Beach, Lily Clayton Hansen, Laura Lea Goldberg, Blue Earth Records, Double Diamond Design, Noush Skagen, Dustin Sellers, Lonely Planet, NC2 Media, and MT Press.

MUSIC: Performed in various venues throughout the country including Los Angeles, New York, Boston, and Nashville. Including performances at Disneyland, Genghis Cohen, and The Hotel Cafe. Active songwriter and occasional for-hire vocalist.

EXPERIENCE

FREELANCE WRITER 2008 - PRESENT

- **Transbeam** - Marketing specialist, copywriter, and content development for telecommunications company that offers voice and data services
- **NKD Magazine** - Contributing writer and staff journalist
- Manage content curation, artist and media relations, contest organization, photography, and engagement for websites **Jukebox Mixtape** (a Nashville music and lifestyle site) and **Tomato Sass** (an educational platform for women in the music industry). Active writer and head editor of both publications
 - Key interviews include *Terri Clark, Chris Janson, Holly Williams, John and Jacob, Dylan Scott, Chris Lane, The Cast of ABC's Nashville, etc*
- **Rare Country Contributor** - Assigned contributor for pieces on *Carrie Underwood, Hunter Hayes, Garth Brooks and Wynonna Judd*. Attended festivals and award shows to conduct media coverage on behalf of the publication
- **DO615 Contributor** - Contributed pieces to DO615 on Nashville's emerging independent music scene
- **Lonely Planet/NC2 Media** - Assisted the recruiting department with brand copy, job descriptions, cultural guides, and other branding and marketing materials as they relate to recruitment efforts
- **Word of Mouth Conversations** - Contributing writer, editor, and web manager. Responsible for writing short pieces and editing interviews for owner
- **LLBalanced.com | Laura Lea Goldberg** - Social media copy editor and co-editor of soon-to-be released cookbook
- **MT Press** - Publicity copywriter assigned to write press releases, biographies, artist website copy, and other duties as assigned
- **Epic Skin Skin Care Salon** - Primary copy editor and designer from 2008 to present for all social media, branding and marketing

- **Universal Music Group** - Copy editor for fan sites, social media pages, and more as needed. Project manager on a variety of marketing projects. Clients included *Rihanna, Jay-Z, Taylor Swift, and Fall Out Boy*
- Additional editing, writing, and media for *Noush Skagen, Kris Bradley, Salvador Santana, Blue Earth Records, Michaelis, Darla Beaux, and Dustin Sellers*
- Served as attending media for the *ACM Awards, CMA Awards, Tin Pan South, Americana Fest, CMA Fest, Stagecoach, Pilgrimage Festival & more*

OFFICE MANAGER: PlayNetwork (Sherman Oaks, CA), 2012 – 2014

PlayNetwork creates entertainment, music and digital media experiences that build a lasting impression with customers worldwide.

- Handled day-to-day facilities operations, building management, and accounts payable as well as other administrative tasks for an office of over 25 people
- Worked with Human Resources to coordinate and manage new hire onboarding and candidate interview schedules
- Aided in research & communication for the label relations department for sync licensing & performance rights contracts
- Planned events including Board of Director & client meetings, employee activities, and company meetings
- Acted as account assistant for internal agency by providing research, client relations, and various tasks as assigned

PUBLIC RELATIONS ASSISTANT: MT Press (Los Angeles, CA), 2012

MT Press is a boutique publicity firm specializing in independent musicians and bands.

- Conducted press outreach for artist tour campaigns, album/single releases, and live reviews through proactive outreach
- Drafted copy for press releases, biographies, and artist website and social media communications
- Actively sourced new clients as well as built relationships with music licensing companies and label artist development teams
- Managed and oversaw artists' in-person interviews and live performances
- Coordinated the placement of assets with bloggers across multiple genres and set-up live review opportunities

PROMOTIONS ASSISTANT: Greater Media Boston (Boston, MA), 2011

Greater Media owns Boston radio stations Radio 92.9 and Country 102.5 as well as others throughout the country.

- Coordinated and conducted station meet-and-greets, off site events, and remote broadcasts
- Participated in brand partnership activities at local venues working with brands like *Coors Light & Red Bull*
- Organized events, encouraged listener participation, and assisted in-office staff with promotional event set-up

EVENT & ACCOUNT MANAGER: The Playlist Generation (Los Angeles, CA) 2008-2009

Custom music curation for high end retail establishments designed by DJ's, musicians, and tastemakers.

- Conducted administrative tasks for CEO and COO
- Event planning for DJ engagements at high profile company events for *Vanity Fair, C Magazine, Bolthouse Productions, & SBE*
- Implemented a successful internship program from conception to execution
- Provided support to clients on a day to day basis, handling on-going issues, managing response time, and being the first point of contact for questions and account changes

PROJECT MANAGER: UMGD (Los Angeles), 2005-2007

INTERN: UMGD (Los Angeles), 2005

UMGD is the award-winning sales and marketing division of Universal Music Group.

- Monitored artists social media pages, updated content, and actively communicated with fans and audiences to increase engagement
- Maintained online street teams, conducted contests, and oversaw prize distribution
- Created bi-weekly reports, supervised interns, and assisted in overall campaign strategy
- Key album releases include: *Taylor Swift, Kanye West, Rihanna, Joe Nichols, Fall Out Boy, Jay-Z, and other Universal artists*

