

Creative Leadership Position

Muskegon, United States, navarriosmith@icloud.com

LINKS	LinkedIn			
SKILLS	Global Music Marketing	Experienced	Artist Development Support	Skillful
	Catalog & Release Strategy	Experienced	Project Coordination	Experienced
	Music Publishing & Rights	Skillful	Budgeting & Financial Planning	Skillful
	Streaming Analytics (Spotify, Apple Music trends)	Skillful	Cross-Functional Collaboration	Experienced
PROFILE	Entertainment Business graduate student with experience in global music marketing, publishing strategy, and artist development. Skilled in supporting large-scale catalog initiatives, analyzing streaming performance, and coordinating cross-functional projects. Seeking an internship at Universal Music Group to contribute to artist marketing, catalog strategy, and label operations.			
EMPLOYMENT HISTORY				
2025 — Present	<div>Graduate Student – Entertainment Business, Full Sail University</div> <ul style="list-style-type: none">Developed artist branding and marketing strategies aligned with global audience growth.Created budgets, release timelines, and simulated deal memos reflecting label operations.Collaborated on cross-functional projects mirroring real-world label environments.			
2026 — 2026	<div>Capstone Project – Artist Launch Campaign, Full Sail University</div> <ul style="list-style-type: none">Designed a full global rollout plan for an emerging artist, including digital marketing, release strategy, and fan engagement.Analyzed streaming data and audience behavior to inform marketing decisions and growth projections.			
2025 — 2026	<div>Course Project – Entertainment Media Publishing, Full Sail University</div> <ul style="list-style-type: none">Built publishing and distribution strategies for original music content across streaming platforms.Evaluated monetization opportunities and catalog performance scenarios.			
2025 — Present	<div>Merchandising Supervisor (Seasonal), Cedar Fair Entertainment</div> <ul style="list-style-type: none">Managed merchandising operations in a high-volume live entertainment environment.Supported brand consistency and revenue optimization across multiple locations.			
EDUCATION				
2025 — 2026	Master of Science - MS in Entertainment Business, Full Sail University			
2021 — 2023	Bachelor of Science - BS in Entertainment Business, Full Sail University			
2020 — 2021	Certificate in Media communications, Full Sail University			