



Beginner Musician

William O'Brien

Professional summary

Motivated and detail-oriented music industry enthusiast with a recent degree in Music Business. Strong foundation in music marketing, artist relations, and event coordination. Eager to contribute to a dynamic team and grow within the industry.

Experience

Event Coordinator Assistant

June 2023 - August 2023

Live Nation Entertainment / New York, NY

- Assisted in planning and executing live events, including concerts and promotional tours.
- Coordinated with vendors, venues, and artists to ensure smooth event operations.
- Managed guest lists, ticketing, and on-site logistics during events.
- Collected and analyzed attendee feedback to improve future events.

Campus Radio Station Manager

September 2021 - December 2023

NYU Radio / New York University, New York, NY

- Managed a team of 15 student volunteers, overseeing daily radio programming and special broadcasts.
- Curated playlists and interviewed local artists to feature on the station.
- Organized live events and fundraisers to support station operations.

Projects

- Spearheaded the "New Voices" project at Interscope Records, which focused on signing and developing underrepresented artists in the music industry.

Artist Roster

- Luna Rivera – Debut album reached #1 on the Billboard 200 (2021).
- Velvet Echoes – Signed to Warner Music Group, breakout single Shadows in the Night (2017).
- The Neon Dreams – Indie-electronic band, signed in 2020, over 50 million streams on Spotify.

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Education

B.A. in Music Business

University of Southern California

Los Angeles, CA

Graduated: May 2014

Skills

Artist Scouting and Development



Contract Negotiation



Music Production and Direction



Budget Management



Industry Networking and Relationship Building

