



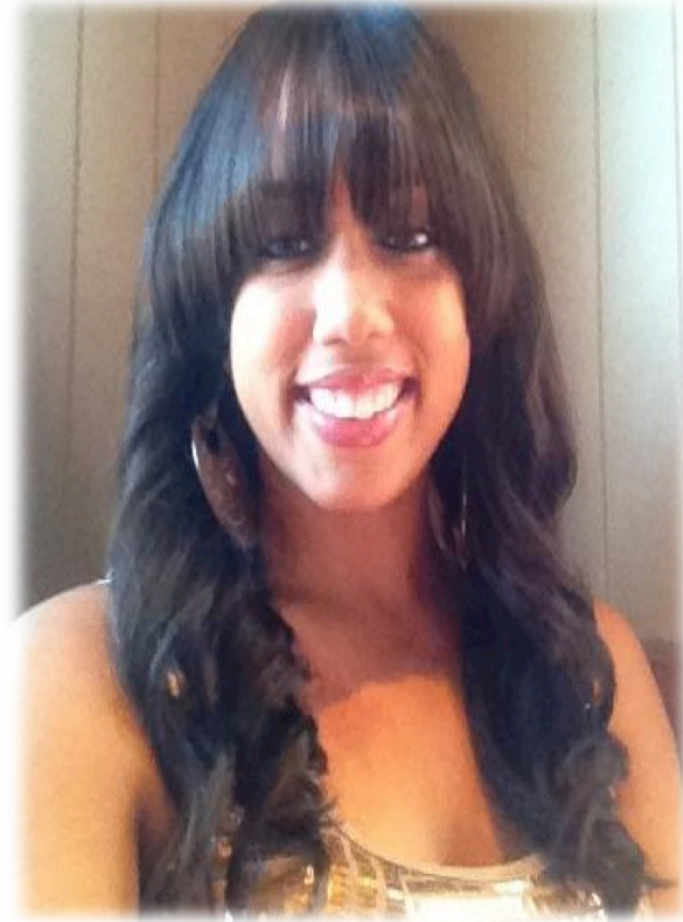
A&R/Artist Management

« What Dreams Are Made Of »



Who Am I?

- Music enthusiast!!
- N.C. native
- Media studies background



Thesis Project Proposal:

- 2 artists
- 2 EPs
- Marketing
- Promotion
- Enhance social media presence





A&R/Artist Manager

Why??

- Fulfillment
- Building relationships
- Creating a brand
- Hands-on experience



My Goals:

- Expand my skill set
- Hands-on experience
- Artist plans
- Growth
- **HAPPINESS!!**



A&R/Artist Manager Role

- Meeting deadlines
- Coordination of various tasks
- Social media management
- Wearing numerous hats!!



Meet Lyncia Pivert



- Influences:
 - Afro-Caribbean, Anita Wilson, Lawrence Flowers, Southern Gospel
- Goals
 - EP
 - Marketing/branding
 - Background singer
 - Vocal Teacher
 - School

Choosing Lyncia



- Emotion
- Bi-lingual
- Southern connection
- Musical influences
- Excitement

Lyncia's EP

"From Me To You"

- 5 Gospel songs
- Includes covers and original material
- Release date: June 19th



"Jesus Will"



Meet Cassandra Allen



Choosing Cassandra



- Musical background
- Passion
- Sings in different languages
- Emotion
- Energy

Cassandra's EP

"The Mediterranean Experience"

- 3 Mediterranean, Jazz infused songs
- Includes covers and original material
- Release date: June 20th



"Sodade"

Social Media Management



Outcomes



- Individualized plans
- Insights
- Visibility
- Tips

Challenges

- Schedules
- Deadlines
- Emotional aspect
- Trust



Learning Outcomes:

- Time management
- Relationships
- Life coaching
- Adaptability
- Career interests and goals
- Growth



Next Steps...

- Work with artists
- Artist management firm
- Music curation/bloggging



