

Brendan Osbourn

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KNOWLEDGE, SKILLS & SOFTWARE

- Salesforce
- Excel & Google Sheets
- Microsoft Office Suite/Google Workspace
- Proprietary Membership Databases
- Canva
- Nielsen Music Connect
- Mediabase
- Bandsintown Manager
- Chartmetric
- Spotify For Artists
- Mailchimp
- InDesign
- Event Production
- Event marketing
- Event Booking
- Customer Service
- Music royalties
- Music licensing/copyright
- Record labels
- Contracting

MUSIC INDUSTRY RELATED COURSEWORK

- Intro to Marketing
- Concert Management
- Data Analysis in the Music Industry
- Music Publishing
- International Music Business Marketplace
- Music in the Media Business
- Village Records: Practicum in the Recorded Music Industry
- Entertainment Law
- Business Structure of the Music Industry

EXTRA SKILLS

- Violin (Recorded string section for two songs on "At The Beach, In Every Life" by Gigi Perez)

EXPERIENCE

TV ANALYST, ASCAP

DECEMBER 2021 - PRESENT

- Troubleshoot issues for songwriters by communicating cross-departmentally to ensure timely and diplomatic problem resolution while maintaining songwriter relationships
- Analyze large datasets of TV performance reports quarterly to ensure accurate payment of music performance royalties to ASCAP songwriters and publishers
- Maintain and verify cue sheet metadata to uphold high data integrity standards

ASSISTANT (CONCERTS), ICM PARTNERS

JULY 2021 - SEPTEMBER 2021

- Coordinated contracts and deposits within the Adult Contemporary department on two desks for a senior and junior agent
- Collected and entered ticket counts to distribute internally and externally
- Created client offers using the in-house booking system
- Additional responsibilities include administration duties and analyzing marketing strategies

PUBLICITY ASSOCIATE (FREELANCE), COLBERT ARTISTS MANAGEMENT

MAY 2021 - AUGUST 2021

(PUBLICITY INTERN, MAY 2019 - AUGUST 2019)

- Coordinated press campaigns for classical musicians and drafted press releases
- Composed Colbert Artists email blasts through Mailchimp
- Maintained relationships with press contacts

TOUR MARKETING INTERN, BETTER NOISE MUSIC

MAY 2019 - AUGUST 2019

- Researched and proposed local brand partnerships to support national tour campaigns
- Updated internal databases involving demographic, psychographic, and streaming information gathered through research
- Assisted with market-specific marketing strategies for active tours

DIGITAL RESEARCH/ADMINISTRATION INTERN, MICK MANAGEMENT

SEPTEMBER 2018 - DECEMBER 2018

- Supported the day-to-day operations of artist management, with a focus on marketing data and streaming trends
- Managed public email for Mick Management and the Mick Management artist roster as well as operated as an office assistant
- Researched up-and-coming artists, music trends, and music streaming data

EDUCATION

NEW YORK UNIVERSITY, NEW YORK, NY

AUGUST 2017 - DECEMBER 2020

STEINHARDT SCHOOL OF CULTURE, EDUCATION AND HUMAN DEVELOPMENT
B.M., MUSIC BUSINESS

CAMPUS INVOLVEMENT

LECTURES COMMITTEE CO-CHAIR, NYU PROGRAM BOARD

AUGUST 2017 - DECEMBER 2020

- Booked guest lecturers to speak through NYU's highest-budget student-led events club and organized lectures as leader of the Committee
- Led a team of a dozen students throughout the entire event-planning process, including ideation, negotiation with agents, liaising with lecturer's teams, and day-of-show execution/event production
- Bookings include comedians Rachel Sennott and Ayo Edebiri, hit songwriter Nija Charles, photographer Gunner Stahl, and a panel of major A&Rs from WMG, UMPG, Capitol Records, and Secretly Group