

AUTUMN BEAM

PRODUCER | SONGWRITER | VOCALIST | MARKETING
MANAGER

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As a passionate musician, versatile creative, and dedicated entrepreneur, my goal is to inspire and make a meaningful impact. Music, as an extension of my soul, is just one facet of my creativity. Beyond melodies, I channel my artistic energy into creative direction and poster design, weaving a unique tapestry of expression. My strategic mindset seamlessly blends with my artistic pursuits, making me adept at navigating dynamic environments. Thriving on collaboration, I am fueled by the belief that creativity knows no bounds, and I'm eager to contribute my diverse skills to projects that resonate and make a difference.

EXPERIENCE

Outreach & Social Media Intern | HipStory – Cambridge, MA | 05/2024-present

- Increase posting schedule and revitalize Twitter presence to boost brand engagement
- Develop and implement TikTok launch strategy
- Maintain partner communications and foster new relationships
- Design and distribute flyers, press releases, and newsletters
- Conduct outreach to venues, festivals, and blogs to raise awareness
- Create and schedule content for all social media platforms
- Assist with social media coverage for in-person events
- Research and compile database of potential partners and relevant events

Founder & Producer | The Mattapan Block Party Initiative – Boston, MA | 03/2024-present

- Conceptualizing and organizing the inaugural summer 2024 Block Party, a community event aimed at fostering unity, showcasing youth talent, and addressing local issues such as food insecurity
- Crafting curriculum and activities for music workshops introducing participants to Hip-hop, R&B, and Pop music genres through basics of piano and circle song
- Recruiting volunteers and coordinating their efforts to ensure the success of the initiative
- Establishing partnerships with organizations and local businesses to support the initiative
- Creating posters, promotion plans, and marketing strategies for workshops and block party
- Developing marketing plans including print, social, and digital
- Designing long-term sustainability plans to ensure the continuation and growth of the initiative, including plans for annual block parties and ongoing music education programs

Operations & Marketing Manager (Partial Remote Work) | Berklee Revelation Records – Boston, MA | 09/2023-05/2024

- Strategically directed marketing campaigns on Instagram, leading to a notable 1.5% increase in followers and 344% surge in engaged accounts, effectively amplifying our brand presence
- Designed captivating posters for album releases and events to enhance visual communication and drive audience excitement
- Crafted compelling copy for website updates and Instagram posts to ensure consistent messaging and engage the audience
- Spearheaded the redesign of our website, implementing a user-friendly interface and visually striking layouts to enhance overall user experience
- Coordinated events, show setups, photoshoots, and label releases

Marketing Manager, Graphic Designer (Partial Remote Work) | JVK – Boston, MA | 10/2023-present

- Developed and executed comprehensive marketing plans, aligning with band goals
- Conducted industry trend analysis, informing strategic decision-making
- Established a distinctive brand identity
- Implemented targeted marketing strategies, resulting in a 7.9% increase in overall engagement, a 16.5% increase in post interactions, and an 8.6% growth in followers

Marketing Manager, Creative Assistant (Partial Remote Work) | Shea Rose Embodied Voice & Yoga – Boston, MA | 06/2022-present

- Innovatively developed social media concepts, leading to a 27.6% increase in interactions and a 4.3% growth in followers
- Efficiently managed social media posting schedules for strategic content delivery
- Played a key role as creative director in photoshoots, ensuring visuals aligned with brand aesthetics, and curated photo selections
- Authored compelling copy for various platforms including website content, social media, etc.

Bartender, Retailer | Trillium Brewing Co. – Boston, MA | 07/2021-present

- Crafted unforgettable experiences by fostering genuine connections with customers, resulting in consistently positive feedback and enhanced customer loyalty
- Expertly assessed customers' needs and preferences, providing personalized recommendations that contributed to increased sales and customer satisfaction
- Demonstrated exceptional multitasking skills in a fast-paced environment
- Contributed to the success of Trillium Brewing Co., ranked as the number 3 best brewery in the world by RateBeer

Package Handler | FedEx Ground – Lewisberry, PA | 06/2020-08/2020

- Demonstrated exceptional organizational skills by efficiently handling and organizing loads
- Exceeded performance expectations by surpassing the daily requirement of 390 Packages Per Hour, showcasing a strong work ethic and commitment to productivity

Band Manager, Lead Vocalist | GurlMob – Jersey City, NJ | 10/2018-02/2019

- Spearheaded formation, positioning GurlMob as a female empowerment music group
- Created original music, organized sets for local performances, and booked 4 impactful shows, one of which we reached full capacity at FM Bar in Jersey City

EDUCATION

Berklee College of Music, Boston MA - Bachelor's Degree Candidate | September 2019- May 2024

- Bachelor of Music in Professional Music, Concentrations in Contemporary Writing, Production, and Music Business

HONORS AND AWARDS

Berklee Grant
Berklee World Tour Scholarship
Jia K. Blackwell Memorial Scholarship

SKILLS

Administrative: Excel, MS Word, PowerPoint, Outlook, Google Suite
Software: Logic Pro X, InDesign, Photoshop, Canva, Wix, Squarespace, Later
Social Media: Instagram, Facebook, YouTube, Snapchat, Tiktok