

YASMIN CHAUDHRY

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EDUCATION

The George Washington University

Bachelors of Science, Marketing

Bachelors of Arts, International Affairs; Conc. Contemporary Cultures and Societies

Washington, D.C.

Aug 2020–May 2024

EXPERIENCE

Recording Industry of America

Music Industry Intern

Washington, D.C.

Sep–Nov 2023

- Support label partners with marketing research on current music industry trends, artist copyright laws, and Artificial Intelligence
Select Partners: Universal Music Group, Sony Music Entertainment, Warner Music Group
- Create marketing materials for ‘New Music Friday’ and continuously monitor artists’ weekly releases
- Attend weekly meetings with music executives across multiple different departments including creative marketing, label relations, international strategy, and engage in intern Q&A sessions

RocNation

Artist Marketing Intern

New York, NY

May–Aug 2023

- Brainstorm innovative and culturally relevant ways to market RocNation musical artists across social media platforms
Select Client List: Rihanna, Megan Thee Stallion, Snoh Aalegra, Lil Uzi Vert
- Create artist marketing materials such as moodboards, pitch decks, and short-form social media content
- Build relationships with cross-functional teams and ideate on relevant ways to push forward new campaigns, releases, and partnerships
- Create video treatments and engage in relevant music research to support artist’s creative projects

The Syndicate

Music Marketing Intern

Weehawken, NJ

Jan–May 2022

- Manage and curate multi-channel social media accounts for artists and brands, managing the content calendar, writing copy, documenting mentions, and creating PR press clippings
- Create and edit artist marketing presentations
- Research relevant touring artists’ marketing strategy

LiveWithPlum

Digital Marketing Intern

New York, NY

June–Sep 2021

- Work alongside CEO to reconceptualize a new brand image and create visual materials for company rebrand

- Help implement new PR and marketing strategies including the curation and creation of multi-channel social media content using typography, mood boards, and brand decks
- Create visual content for multi-platform social media channels using Adobe Creative Suite, CapCut, and Canva

SKILLS & PROJECTS

Skills: *Adobe Creative Suite, Google Suite, Google Analytics, Canva, Pixlr, Planoly, Final Cut Pro, Logic Pro, Creative Direction*

Languages: *English (Native), Spanish (Native), French (Proficient)*

Projects:

- NYC IN THE 70s - research and music video development depicting the music that emerged out of NYC in the 70s; analyzing current media representations with historically sourced footage and images
- SOCIAL MEDIA RESEARCH- written research on public media narratives of social media activism, its efficiency in propelling legal change, disrupting past paradigms, and shifting cultural conversations