

# PHOEBE SMOLIN

MUSIC PUBLICIST, PROJECT  
MANAGER, TOUR MANAGER, NERD

## EXPERIENCE

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2015-Present

### **Freelance Publicist, Project Manager, Tour Manager, Event Coordinator + Curator**

- Project Management & Marketing For: ZZK Records, Waxploitation, RBMA, Criteria Entertainment, Coachella, Fania Records, Epicentro Festival, SXSW, Viva Pomona Festival, Ruidosa, Dia De Los Muertos @ Hollywood Forever Cemetery
- Publicity and Marketing Campaigns for: Mon Laferte, AJ Davila, Wonderwheel Records, Waxploitation, Charco, Ela Minus, Nicola Cruz, Latin GRAMMYS, Carla Morrison, Fémina, Mariachi Flor de Toloache, etc
- Management +Tour Management: Kaleema, Macha Kiddo, Ela Minus

2013-2016

### **Nacional Records/LAMC | Senior Publicist, Project Manager, Licensing Director**

- Oversaw publicity and general project management for all releases as well as the LAMC in New York. Coordinated appropriate teams for all releases and oversaw all departments for everything from asset delivery to marketing strategy to spontaneous instagram live videos from rooftops
- Coordinated creative publicity campaigns for all artists + releases with the goal of exposing them to unassuming audiences in a creative, fun way.
- Organized the LAMC and both versions of the Supersonico festival from start to finish.

## CONTACT

(323) 251-3275

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## SKILLS

**Bilingual (English/Spanish)**

**Various styles of writing  
(Press Releases, Articles,  
Corporate Copy)**

**Communication +  
Collaboration**

**Highly Organized + Takes  
Initiative**

**Creative Problem Solving +  
Content Strategy**

**Guitar, Banjo, Mandolin,  
Charango, Bass, Ukulele**

**Calm + Productive Under  
Pressure**

**Multitasking Like a  
Champion**

**Storyteller**

## EDUCATION

Hampshire College-  
Amherst, MA

BA- Ethnomusicology +  
Ethnic Studies| June 2013

Thesis: *La Canción de Boyle Heights:  
How and East Los Angeles  
Neighborhood Uses Music to Resist  
the Silencing of its Histories*