

Jake Green

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I'm creatively driven with a strong passion for the music business, and a people first personality. I have experience developing and executing social media strategies for music distributors and artist management companies, as well as mixing audio for films and podcasts.

Education

B.A., Media Arts Production

Emerson College
Boston, MA

The Art of Mixing

Berklee College of Music
Boston, MA

Skills

- Project Management
- Music Production & Engineering
- Digital Video & Photo
- Social Media Marketing
- Upselling & Cross-Selling
- Conflict Resolution

Software

- Adobe Creative Suite
- Pro Tools
- Ableton Live
- Figma
- Meta Business Suite
- TikTok Studio
- Webflow
- MacOS
- G-Suite
- Microsoft Office
- Slack
- Shopify

Peak Design | Product Expert | New York, NY & Online

June 2024 - Present

- Consistently exceed sales targets, averaging \$3,500 per week, by recommending solutions based on extensive personal experience with Peak's products.
- Troubleshoot client issues and provide support both in-store and online using platforms such as Gladly, Shopify and Netsuite.
- Collaborate with the Store Director to co-host in-store events, contributing to community-building efforts.

Freelance | Social Media Manager & Content Creator

April 2023 - Present

- Grew pop culture archive TikTok account @twittercfo to more than 3,800 followers and 780,000 total profile likes over a two year span.
- Helped facilitate end to end content creation for talent in the New York City area by working with personal network of creatives.
- Photographed musical acts across the East Coast, including CatLadyHi and Boxxer.

Space Camp Management | Intern | Los Angeles, CA

January 2024 - May 2024

- Developed and implemented an Instagram content strategy for DJ duo SIDEPIECE that led to a 30% increase in follower count.
- Played a pivotal role in helping launch an artist to fan service (DyHard Club) by creating a social calendar and assets.
- Created and edited social content for Space Camp's artists' Instagram, X (Twitter), and TikTok accounts.

Emerson College | Voiceover Engineer and Teaching Assistant | Boston, MA

January 2024 - May 2024

- Recorded and edited 15 students' voiceover performances.
- Taught and adapted professional audio production and post-production workflows for students to use outside a classroom environment.
- Gave feedback on students' in classroom and at home recordings.

Forward Artist Management | September 2023 - December 2023 | Los Angeles, CA

September 2023 - December 2023

- Conducted weekly analysis of five artists' social media metrics to inform marketing and touring strategies.
- Designed promotional materials for upcoming releases and tours.
- Created a comprehensive A&R business plan for a prospective client.

The Orchard (Sony Music) | College Marketing Representative | Boston, MA

May 2022 - April 2023

- Built awareness of Orchard-distributed artists in the Boston college market through 30+ digital campaigns using Twitter, Facebook, and Instagram channels.
- Developed and maintained strong relationships with local businesses, campus organizations, and radio stations.
- Monitored social media analytics to measure campaign effectiveness and identify opportunities for improvement.