

ANGELICA CORONA

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PROFILE

Project and account manager with strengths in:

- Marketing and PR for publications, events and video content.
- Event production and on-site activations.
- Editorial content focusing on music reviews and artist interviews.

RECENT EXPERIENCE

MONSTER CHILDREN MAGAZINE

Marketing & PR Coordinator | Los Angeles, CA | 2015-2016

- Managed planning and production of issue launch events.
- Managed PR and US marketing for issues and exclusive content pieces.
- Managed US production of US shop collaborations and merchandise.
- Managed US and EUR subscriptions and wholesale retailers.
- Contributed to music reviews and artist interviews.

LA MUSIC BLOG

Assistant Editor / Partner | Los Angeles, CA | 2011 - 2016

- Conducted artist interviews, photographed and reviewed live shows.
- Acted as on-site manager and Associate Producer for bands appearing on LA Music Blogcast shows.
- Reached out to publicists to obtain content for other staff writers and myself.
- Managed LA Music Blog monthly newsletter and contributed to socials on all platforms.

ANTHEMIC AGENCY/FLOOD MAGAZINE

Account Manager | Los Angeles, CA | 2014 - 2015

- Managed the Ernie Ball showroom and artist relations for gifting appointments and Set Me Up content series booking and filming.

SKILLS

Project management
Strategic planning
Event Production
Festival Production
Budget Management
Talent Booking
Music Journalism
PR
Artist Relations
Intern Management
Microsoft Office
Merchandise Production
Newsletter Management

EDUCATION

Bachelor of Science
Entertainment Business
Full Sail University
2009 - 2012

PUBLICATIONS

FILTER Magazine, FLOOD Magazine, LA Music Blog, Monster Children Magazine

CLIENTS

Burton, Ernie Ball & Music Man, KCRW, Converse, Dr. Marten's, Spotify, Red Bull, Penguin Clothing, Dickies, Macbeth, Flexfit, Brixton,

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EXPERIENCE (CONTINUED)

ANTHEMIC AGENCY/FLOOD MAGAZINE

Account Manager | Los Angeles | 2014 – 2015

- Managed booking outreach for FLOOD-curated shows for Red Bull Sound Select.
- Managed multi-city in store events for Burton Snowboards. Oversaw all details from booking talent, production advancement, catering, alcohol sponsors, photographers and security in Los Angeles, San Francisco, Berkeley and Chicago.
- Managed booking and all artist advancement for Converse Mexico City Rubber Tracks shows.
- Helped produce DirectTV and Guitar Center's 50th anniversary shows for television with The Roots in NY, Slash and Linkin Park in LA.
- Managed all in-office events for Converse, Pablove and private concerts.

FILTER MAGAZINE

Project Manager | Los Angeles, CA | 2012 – 2014

- Project managed the Ernie Ball showroom gifting appointments and Set Me Up content series booking and filming.
- Handled event production and band management for clients such as Spotify, Converse, Guitar Center and Buffalo Wild Wings.
- Planned and managed in-store events; at Penguin Clothing and Dr. Martens
- Helped produce Culture Collide Music Festival, SXSW showcases and Coachella kick-off parties.
- Booked, hosted and gifted bands part of our Dickies, Onitsuka Tiger, Macbeth and Ernie Ball video sessions.
- Managed marketing intern program.

UNDER THE RADAR MAGAZINE

Marketing Associate | Los Angeles, CA | 2010 – 2012

- Researched advertising opportunities for the print issue of Under the Radar as well as potential sponsors for CMJ and SXSW.

ATLANTIC RECORDS

Marketing Associate | Los Angeles, CA | 2007 – 2010

- Promoted upcoming album releases, and performances in LA for Atlantic records artists.
- On-site activation for label tents during festivals such as Warped Tour, and Bamboozle.