

mia van allen

MUSIC AFICIONADO

CONTACT

mv5372a@student.american.edu
(312) 810-8123
miavanallen.com

EDUCATION

American University | Expected May 2020
B.A. Public Relations & Strategic Communication
Minor: Business & Entertainment

EXPERIENCE

CLARION CALL | JAN – MAY 2020

Intern

- Edits and writes press releases
- Updates databases including upcoming and new press for artists/bands
- Assists in promoting and organizing Governor's Ball 2020

POTTERMOUTH | AUG – DEC 2019

Social Media Intern

- Edited and updated blog posts
- Reached out to brands and PR firms for brand deals and fashion week events
- Scheduled photo shoots with local NYC photographers
- Reached out to local NYC bloggers to collaborate on projects

BIG HASSLE MEDIA | MAY – AUG 2019

Intern

- Updated press databases for artists on the roster daily
- Researched journalists that Leigh would pitch artists
- Contacted brands to work with artists on the roster

PRESSURE POINT RECORDINGS |

MAY 2017 – APR 2019

Artist Management

- Managed signed artists/bands at the Midwest Music Group LLC
- Controlled all social media accounts, designed press releases, booked shows, etc.
- Managed local Chicago pop/funk band, MNOR

MYSTIC SONS UK | FEB – MAY 2019

Public Relations Intern

- Attended local gigs in London to sign bands/artists
- Edited and personally crafted press releases for tour and album announcements
- Contacted managers regarding client PR needs

SOFAR SOUNDS | SEP 2018 – JAN 2019

Ambassador

- Worked the guest list for shows
- Acted as an artist liaison to bands/taped live performances
- Took over Sofar Sounds DC's Instagram during performances

COBALT CHRONICLES | AUG 2018 – JAN 2019

Public Relations Intern

- Created graphics for Cobalt Chronicles' Pinterest and Instagram
- Assisted in social media content creation
- Took photos for the blog and all social media platforms

EVENTRIC | MAY – AUG 2018

Social Media Intern

- Worked with Sprout to research analytics for all social media databases
- Responsible for posting Instagram stories and creating highlights
- Met with tour managers traveling in the Chicago area

CERTIFICATIONS

ADOBE SUITE | GOOGLE ANALYTICS | MELTWATER

REFERENCES AVAILABLE UPON REQUEST

INTERESTS

MUSIC | SOCIAL MEDIA | BOOKING/PROMOTING |
PRIORITIZING ARTIST/COMPANY RELATIONSHIPS