



# ZELENA KILGORE

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## Profile Summary

A student who is highly motivated and passionate about the behind-the-scenes of the music industry and has a strong commitment to it. My experience includes content marketing, social media advertising, and event planning. Adapt to developing strategies that involve engaging with the community and management.

### Education

Belmont University  
Bachelor of Science In Songwriting  
Minor In Music Business  
Nashville, TN  
GPA: 3.3 | August 2022-May 2026

### Relevant Coursework

- Entertainment Marketing & Promotion
- Survey of Music Business
- Music Publishing
- Copyright Law
- Internship & Career Foundation

## Work Experience

### Patchwerk Recording studio

Marketing Assistant

- Marketing Assistant that helps with content creation and finding network events to promote Patchwerk label services. August 2024-present
- Assisted with creating a spotify playlists with mix of independent artists and well-known artists
- Directing clients to their studio session on time
- Research & Updating upcoming events to get more involved in the community
- Colloborated with the team to do content projects such as lyric videos and interviewing artists

### Student Worker

Campus Security

*October 2022-Present*

- Assist with answering phone calls and emails
- Utilize Microsoft Excel to arrange student information, including names, phone numbers, and descriptions of missing items.
- Provide customer service to fellow students with a positive attitude

### Marketing Entertainment and Promotion

Group project

*January 2024-May 2024*

- Collaborating with a market team to edit lyric videos, personality content, and visualizers for the future
- Participate in strategic marketing meetings for project planning
- helped produce engaging and excellent blogs, graphics, and videos; provided guidance on how to involve the community to support their artistic development
- Involved in editing in making lyric videos and personality content

### Skills

- Podcast
- Project Planning
- Interviewer
- Social Media Promotion
- Product Development
- Strong Communication
- Rap/Sing
- Poetry

### University Involvement

- Belmont Christian Choir
- Belmont Christian Showcase
- Black Student Association
- Woman In Entertainment
- Woman In Audio
- Music Row Promo