



# Robin "Peachy Sweet" Ware

I have **15 + years music industry experience with an emphasis on Artist Development, Artist Coaching and Liaison Services.**

In an expansion of my portfolio, I also offer music services for **TV & FILM.** I'm available for fee based services as well as payroll employment.



## MUSIC EXPERIENCE

**GENRES/Hip-Hop/Rap, R&B, Afrobeat**

### TALENT MANAGER

- Create artist, actor and model biographies, flyers and one-sheets
- Pitch music to DJs, playlists, live venues, magazines, blogs etc.
- Provide creative input and direction on artist's material
- Liaise with artists, producers, songwriters, managers, press, graphic designers
- Coordinate pre-production, production, mixing/mastering with engineers and labels

### MUSIC /BRAND CONSULTANT

- Oversee album rollouts (recording, production, sequencing, DSPs, copyright)
- Evaluate artist branding and assist with artist lifestyle
- Create custom artist development and marketing strategy plans
- Provide creative input and feedback on artist's music
- Negotiate with third party and external teams on behalf of artists and label

### SONGWRITER & ARTIST

- Write and record songs with producers and engineers
- Pitch demos to artists and label executives
- Copyright registrations of sound recordings

### DIRECTOR OF RECORD POOLS & DJs

- Maintained industry contacts databases
- Marketing reporting to CEO and internal teams (radio time buys, proposals etc.)
- Assisted with planning and monitoring of recording budgets
- Distributed and presented deliverables to both internal and external teams
- Coordinated travel for label staff, artists, artists management team
- Supervised interns and assigned tasks

### RADIO PROMOTIONS & EVENT PLANNING

- Street team (distributed event flyers, T-shirts, and promo materials)
- Liaised with public and radio staff at live events/concerts
- Volunteered with Radio One(event setups, prize giveaways, celebrity escort)
- Hosted open mic and live showcase events at various music venues

### SPECIAL SKILLS

SONGWRITING  
 LIASION SERVICES  
 ARTIST COACHING  
 ARTIST DEVELOPMENT  
 A&R

### SOFTWARE & SITES

Microsoft Office  
 Ingrooves  
 MailChimp  
 Distrokid +more

### RECORD LABELS

#### USA

Grind Force Records  
 Big Cat Records  
 Trust Nobody ENT

#### AFRICA

AMI Music  
 Scandem ENT  
 3D Pyramid Music

### EDUCATION

#### **Bachelor's / Psychology**

Georgia State University

#### **Associate's / Criminal Justice**

Georgia Perimeter College



### **CONTACT:**

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\*seeking to relocate\*

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