

Lauren Lumsden

Macungie, PA | 4849547470
laurenlumsden195@gmail.com

Summary

Experienced and results-driven Booking Agent with a proven track record of successfully organizing and overseeing concerts and gigs. Skilled in developing effective promotional campaigns, nurturing relationships with industry professionals, and acting as a key liaison between artists and media outlets. Possesses a deep understanding of the entertainment industry, exceptional negotiation abilities, and a genuine passion for music.

Experience

Confidential | Remote

Entertainment Booking Agent | 08/2020 - Present

- Discovered emerging artists, negotiated contracts, coordinated concerts and gigs, and acted as the primary liaison between artists and the media.
- Cultivated and nurtured professional relationships with producers, videographers, promoters, and sponsors.
- Collaborated with renowned artists such as Yuja Wang.
- Executed marketing strategies to elevate visibility for songs, live performances, and artist engagements.
- Managed over 20 concert bookings annually, worked closely with fellow agents to optimize revenue streams, and boosted merchandise sales, resulting in a 120% revenue increase within a 2-year period.
- Stayed informed on industry trends, popular genres, and emerging artists in order to make informed booking decisions and keep Confidential's music channels relevant and current.
- Attended live performances and showcases to scout new talent and network with industry professionals.
- Managed budgets for artist fees and negotiating contracts with artists and their representatives.

Skills

Communication skills, Negotiation, Financial Management, Leadership Experience, Ability to Work Under Pressure , Time management, Computer literacy, Microsoft Word, Microsoft Excel

Education

Western Governors University | Remote

Business Management | 05/2026

- Social Media Manager of the Keystone Newspaper
- 3.4 GPA

Certificates

Music Industry Essentials Certificate From NYU