

## PROFESSIONAL Summary

Detail-oriented content and production specialist with 12+ years of experience in artist relations, project coordination, and digital asset management across music, live events, and content publishing. Proven track record of managing visual and audio assets, coordinating cross-functional teams, and ensuring on-time, brand-aligned content delivery. Proficient in digital distribution systems, metadata accuracy, and storytelling through visual media. Passionate about curating seamless experiences for global audiences.

## PROFESSIONAL EXPERIENCE

### **Foreverjiggy**

**January 2011 – Present**

#### *Founder, Content Project Coordinator & Music Producer*

- Curated and published 30+ multimedia releases across global DSPs with 100% on-time delivery by building and managing an organized digital asset pipeline.
- Increased artist streaming engagement by 50% by developing cohesive content strategies and coordinating brand-aligned visual assets
- Reduced release errors by 90% by implementing a standardized system for metadata accuracy and asset tagging across platforms
- Built and maintained an organized archive of over 500+ creative files with quick access and version control by managing shared libraries using Google Drive and Dropbox
- Facilitated 10+ artist-brand partnerships through improved marketing visuals and showcase coordination by sourcing and customizing promotional assets

### **CHUCK AGENCY**

**June 2023 – November 2024**

#### *Logistics & Operations Manager*

- Improved team workflow efficiency by 20% by developing asset distribution SOPs for branded event content
- Ensured 100% on-time delivery of promotional assets for multi-city campaigns by coordinating timelines with logistics and marketing teams
- Reduced retrieval time for digital content assets by 30% by implementing structured file naming and centralized storage systems

### **Peloton**

**February 2023 - June 2023**

#### *Member Experience & Content Systems Support*

- Resolved 95% of customer support issues on first contact by developing visual FAQ content and troubleshooting guides, improving satisfaction rates by 20%
- Decreased support ticket volume by 20% by creating internal content systems that addressed repeat user questions through multimedia content
- Ensured brand consistency in all support documentation by maintaining alignment with Peloton's voice and style guidelines through review and QA processes

## EDUCATION

January 2011- 2012

Hostos Community College, *Audio Production*

## SKILLS/INTERESTS:

### Customer Service & Virtual Assistant

- **CRM & Helpdesk Systems** – Salesforce, Zendesk, Hubspot
- **Client Support & Communication** – Phone, Email, Chat Assistance
- **Issue Resolution & Troubleshooting** - Technical & General Support
- **Data Entry & File Management** – Organized Workflow & Records Management

### Administrative & Workflow Optimization

- **Calendar & Email Management** – Scheduling & Correspondence
- **Order Processing & Logistics Support** -Shipment Coordination
- **Workflow Automation** – Process Optimization & Task Prioritization

### Technical & Digital Proficiency

- **Remote Work Tools** – Google Workspace, Microsoft Office, Asana, Trello
- **Social Media & Community Engagement** – Instagram, Treads, Discord
- **Digital Platforms & Software** – Distrokid, Tunecore, Protools

### Label Operations & Project Coordination

- **Music Release Coordination & Asset Management** – Managed **metadata, audio files, artwork, and digital assets**, ensuring flawless **DSP distribution**
- **Project Deadline Management** – Organized timelines for **music releases, press materials, and promotional rollouts**, meeting all **delivery deadlines**.
- **Cross-Functional Collaboration** – With **A&R, marketing, and distribution** teams to **ensure seamless project execution**.
- **Contract & Budget Tracking** – Maintained **financial records** and **vendor contracts**, ensuring projects stayed within budget.
- **Administrative Support** – **Scheduled meetings, handled correspondence, and maintained organized records** of label-related documents and contracts.

### Accomplishments

- **Delivered full multimedia asset packages for +30 music releases** as measured by successful launch on global streaming platforms by **managing all release components from meta to visuals**
- **Reduced asset turnaround time by 40%** by **creating a standardized process** for **organizing and retrieving** digital files
- **Collaborated with +10 creatives and marketers to launch campaigns** as measured by audience engagement and platform growth by ensuring visual content was optimized and brand-aligned.