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# ADRIANA DUNN

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## Skills

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- Knowledge of copyright laws
  - Music Licensing
  - Bilingual. Fluent in both English and Spanish
  - Proficient in creating and maintaining schedules
  - Adobe Creative Cloud
  - Marketing strategies in Facebook and Instagram
  - Music placement
  - Hubspot sales software certification
  - Studio performance
  - Music Production
  - Graphic design
  - Website development
  - Event planning
  - Data management
  - Data entry
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## Experience

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- Social Media Intern 01/2021 to Current  
Tenth House Agency Peoria, Illinois
- Constructed editorial calendars to manage content and plan specific and timely marketing campaigns based on event launch dates.
  - Managed customer digital marketing strategies to meet client goals and objectives.
  - Built and managed database of contacts, partners, analysis reports and mailing lists.
  - Created content to build brand Image of Tenth House Agency.
  - Managed company's website and social media operations utilizing analytic reports.
  - Planned music video logistics and music release campaigns for pop artist tiger lily.
  - Researched different social media platforms to build tailored marketing strategies for our clients.
- Director of Artists and Development 05/2020 to Current  
Brave Sounds Entertainment, Bradley University Peoria, Illinois
- Responsible for talent scouting on campus and signing artists to the roster.
  - Handled all delegated tasks, including the set up for marketing campaigns and promotion of artists by planning events such as open mics and songwriting sessions.
  - Collaborated with others to discuss new performance and promotion opportunities for our artists.
- Concert Executive Producer 01/2021 to 05/2021  
Music 204 Practicum Peoria, Illinois
- Maintained adherence to Bradley University's spring concert's requirements through effective delegation, prioritizing and management of all production phases, from concept to execution.
  - Oversaw coordination and management of event itineraries by maintaining close communication with team members and involved artists.
  - Conducted artist research and talent scouting to successfully create a performance roster.
- Singer and Recording Artist 02/2016 to Current  
self-employed singer Multiple Locations
- Performed in front of live audiences on television and as part of theater productions.
  - Recorded and released 5 songs on all major music streaming platforms.
  - Performed songs in various musical genres, including rock, pop and Latinamerican music.
  - Produced 13 song instrumentals applying knowledge of Logic X Pro.
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## Education and Training

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- Bachelor of Arts: Music And Entertainment Industry  
Bradley University Peoria, IL
- 3.70 GPA
  - Minor in Social Media Marketing
  - Dean's List Honoree Fall 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2020
  - Recipient of the Dean's Scholarship award
- Relevant Courses
- Music Licensing and Contracting
- Learned about PRO's, music splits, copyright laws, and royalty collection.

- Music Practicum

Hands on experience with:

Event coordination

Music video direction and execution

Concert Planning

Music promotions

- Professional selling

Learned about selling strategies and market research.