

AVA ROCHE

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EDUCATION

Berklee College of Music

Boston, MA || 2016-2020

B.M., cum laude, Major in Music Business/Management, Major in Songwriting || GPA: 3.56

Honors: Merit-Based Scholar for academic and musical achievement, Dean's List (4 semesters), Thrive Scholar, Paul Wachter Fellow

Activities: Music Business Journal; Vice President, Berklee Law and Management Club; Berklee Songwriting Department, Student Leadership Councilmember; Berklee A&R Club

EXPERIENCE

Artist Relations Manager

September 2020 – Present

RoadNation, New York, NY

- Developing and curating artists for RoadNation's biweekly "Road-Less" livestream concerts, which presents over 30 hours of live music a month to audiences averaging 50,000 unique viewers. 6 million viewers to date.
- Developing and maintaining relationships with artists, management and PR companies, and a variety of partners including ASCAP, Women in Music, and Twitch.
- Generating creative assets on graphic design software; managing marketing campaigns reaching 1 million followers (RN and partners) per show.
- Creating branding and communications guidelines, maximizing the efficiency of the booking process and ensuring that team member responsibilities were clearly defined.
- Supervising and guiding a gifted group of interns, as well as a class at Berklee College of Music.

Business Affairs/Creative Admin Intern

May-August 2019

Riptide Music Group, Los Angeles, CA

- Assisted administrative department in royalty collection and disbursement. Registered songs with appropriate music rights organizations and insured that song placements were cataloged.
- Supported legal department in drafting and cataloguing contracts for new signees; standard agreements included co-pub, administration, sub-pub, and placement agreements.
- Provided support to licensing department in organizing sync licenses, cue sheets, and other relevant documents.

A&R Intern

May-August 2019

RoadNation, Los Angeles, CA

- Scouted artists well suited for RoadNation campaigns by analyzing key follower and engagement data.
- Helped artists develop and market their campaigns on the platform.

ADDITIONAL SKILLS

- Intermediate French speaker
- Data management and analysis
- Proofreading and editing
- Customer Service

SOFTWARE/ADMINISTRATIVE APPLICATIONS: Microsoft Suite (Word, Excel, PowerPoint, Outlook), Photoshop, Canva, Google Workspace, Mailchimp, Logic Pro X