



(Pseudonym)

Peachy Sweet

Contact:

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Atlanta, GA, USA

*willing to relocate to California

Music Specialties:

- Talent Manager
- Artist Development
- Songwriting
- Rapping
- ASCAP member

Software & Sites:

- Microsoft Office
- MediaBase
- MailChimp
- Dispatch
- Soundcloud
- Distrokid +more

Education:

- **Georgia State University**
Bachelor of Science, Psychology
- **Georgia Perimeter College**
Associate of Science, Criminal Justice

Robin "Peachy Sweet" Ware

About Me

I am a music industry professional with 15+ years' experience in **Record Label**, **Artist** and **DJ** relations. As a music lover and advocate, I am seeking a position in the entertainment industry to merge my skills and forward the company's mission.

Music Experience (USA & Africa)

Hip-Hop/Rap, R&B, Afrobeat

- Creation of artist and talent biographies, email blasts, social media posts etc.
- Pitching music to DJs, record pools, venues, magazines, blogs etc.
- Liaise with PR firms, graphic designers, artist management teams
- Creation and maintenance of databases of DJ's, radio and industry professionals
- Management of artist profiles on music sites and social media
- Status reporting to CEO, President & team (radio time buys, proposals etc.)
- Submitted music for encoding (Media Base, BDS)
- Coordination of travel arrangements for executives, artists and label staff
- Music consultation services
- Talent management
- Song collaborations

Record Labels

- | | | |
|-----------------------|---|----------------|
| • Grind Force Records | <u>CEO, Songwriter, Artist</u> | 2009 - Current |
| • Radar Live | <u>Global Marketing Director of DJs</u> | 2023 - 2023 |
| • Big Cat Records | <u>Director of Record Pools and DJs</u> | 2008 - 2012 |
| • Trust Nobody ENT | <u>Executive Assistant</u> | 2007 - 2007 |

Recording Experience

- Recording vocals for music releases and reference tracks with audio engineers
- Facilitation of audio stem files for mixing and mastering
- Conceptualization and writing of lyrics and hooks.
- Execution of sound recording registrations via the United States Copyright Office
- Song encoding

Event Planning and Promotions

- Coordinated, confirmed venues, and arranged promotional set-up
- Distributed event flyers, T-shirts, and promotional materials
- Liaison for public and radio/record label for events and prize distribution
- Volunteered with Radio One for promotions, events, and celebrity escort services
- Hosted open mics at various venues