



## SANJEETA KHULLAR

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### EDUCATION

*Loyola Marymount University* - Bachelors of Psychology

August 2016-May 2020

- Received Leadership Award.

*Musicians Institute* - Professional Certificate in Music Business

October 2021 - September 2022

### WORK EXPERIENCE

**A&R / Project Coordinator- Riveting Entertainment**

August 2022 - August 2023

Los Angeles, CA

- Conduct artist research and scout playlists, online media and network of creatives to pitch and formulate artist reports
- Manage release plans and ensure all assets and other relevant materials/items are managed and delivered on deadline.
- Discover new talent through local shows, chartmetric, indify, blogs, radio shows, instagram and DSP's
- Responsible for developing project rollouts and marketing plans and working with project teams to execute plans.
- Research industry trends, emerging digital service providers, and social media platforms

**A&R Assistant - Deep Cuts Music Publishing**

December 2020 - September 2022

Los Angeles, CA

- Scout and research new songwriter and producer talent
- Schedule meetings, manage and organize calendars and Song Space for Producers and Songwriters.
- Coordinate sessions for our producers and songwriter with artist clients.
- Review demos, pitch songs and maintain relationships with managers and label executives.

**A&R and Sales Coordinator - Grass-Fed Music**

December 2020 - September 2022

Los Angeles, CA

- Liaise with senior management regarding the recording process and creative plans.
- Gained knowledge and experience on the current landscape of upcoming & established writers, producers and artists.
- Coordinate releases with distribution, labels and artist management.
- Maintain and develop relationships with artists, producers, writers and managers.

### SKILLS

Communication

Adaptability

Interpersonal

Leadership

Networking

Multitasking

Organisation

Creativity

Initiative