

AUZZY NUFABLE

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451 S Detroit St #201, Los Angeles, CA 90036

EDUCATION

University of Southern California

August 2017 – May 2020

B.S. Business Administration | Minor: Music Industry

Relevant Coursework: Marketing, Finance, Data Analysis & Management, Business Communications, Publishing, Business & Legal Aspects of the Music Industry, Live Production

PROFESSIONAL EXPERIENCE

Create Music Group

Publishing Coordinator

April 2023 – July 2024

- Managed the publishing process on behalf of 20 individual songwriter accounts and 2 record labels partnered with CMG
- Supervised the distribution of royalties received by CMG, successful transfers of publishing claims and conflicts, and registrations of songwriters' catalogs and new releases to all Performing Rights and Mechanical Rights Organizations
- Registered over 3000+ works on behalf of CMG Publishing clients to Performing Rights Organizations and Mechanical Rights Organizations

Independent Artist Manager

Kazuo

June 2020 – December 2023

- Managed day-to-day of artist Kazuo including release campaigns and marketing strategies with focus on branding and creative direction
- Curated social media posts on TikTok, Twitter, and Instagram to generate buzz for upcoming releases based on market analyses and trends in the music industry
- Secured artist's first Major Record Label Deal with Warner Music Japan and first Distribution Deal in the US with Create Music Group to focus on YouTube content monetization
- Secured several sync deals with CBS Studios and various independent projects

Electrum

Sales Development Team Manager

January 2022 – December 2022

- Onboarded and managed team of 3 Sales Development Representative direct reports
- Worked directly with the Vice President of Sales to refine communication processes between the entire sales team and SDR team to better fit the needs of each individual Energy Advisor
- Managed company knowledge aggregation project to optimize an easy-to-navigate and searchable database of frequently accessed information

Sales Development Representative

March 2021 – January 2022

- Processed 10-12 daily consultation calls to acquire necessary design information through written and verbal communications
 - Scheduled customers for bid review calls with Energy Advisors and converted 200+ deals into home solar and battery sales
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OTHER RELEVANT EXPERIENCE

Freelance

Photographer

January 2023 – Present

- Specialize in concert and event photography working with individual clients, film production companies, and musical artists
- Collaborated with clients to capture behind-the-scenes photos for marketing campaigns on multiple film and music video production sets
- Led art direction for multiple band merchandise pieces, show flyers, and physical vinyl artwork
- Edited images using Adobe Photoshop and Lightroom to maintain consistent high quality results

Joy Ruckus Club

Event Producer

June 2020 – August 2020

- Managed day-to-day of Joy Ruckus Club, a humanitarian oriented online digital music festival for Asian American artists
- Developed marketing and publicity strategies to increase event reach and popularity; the event garnered 630,000 total views and over 17,000 viewers at one time on Twitch
- Hosted and moderated Joy Ruckus Club Artist Roundtable where event participants discussed social topics revolving around Asian culture, the Black Lives Matter movement, and issues facing marginalized communities