

Joshua Reed

Concerts * Design * Marketing

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My goal is to shape my own individual experiences and passion for music, networking, and event management into my own successful freelance venture and subsequently a full-service production and promotion support agency for the music and entertainment industry. I want to help connect other young, passionate talent with opportunities, helping the industry grow through better communication, innovation, and hard work. Included below are some of the more notable projects I've been involved in recently.

Professional Experience:

Design Director, Moonwatcher Music

09/09 - Present

- Work as lead designer on website and albums for startup record label
- Coordinate various design elements into final product through communication both with individual artists and label heads

Coordinator, Rochester Independent Music Festival

10/08 - Present

(Oct. Event)

- Ground manager and organizer for local area festival – 7 venues, 30 bands, 3 days in its 2nd year
- Organized and presented promotional tour prior to the festival
- Managed social media, production, and scheduling; booked and managed artist relations on majority (24 of 30) acts.
- Produced collateral pieces based on artist's initial concept.

Asst. Producer, East End Music Festival

06/08-Present

(Jun/July/Aug Events)

- Planning and execution of local festival – 3 dates (once monthly), 6 stage, 10k+ attendees. Responsibilities include but not limited to: management of VIP experience, facilities placement, and artist relations
- Created and manage website/internet presence, collateral, and other promotions

Banquets/Events Service, Max Rochester, Rochester, NY

11/06-6/07, 05/08-10/09

- Worked through university and afterwards in 5-location + offsite event planning and catering wing of fine dining restaurant; have performed all roles in event setup, running, breakdown, inc. all major restaurant service roles.

Asst. to Production Mgr, Camp A Low Hum, Bulls, New Zealand

01/10 (3 weeks)

Production Asst, Up All Night Presents, Rochester, NY

08/09 (3 dates)

And many other short-term and single-date engagements in Rochester and NZ

Education:

University of Rochester, Rochester, NY

- B.A. in Contemporary American Society, a specialized degree focused on individuals' interactions in groups and society - curriculum including business, economics, history, and social psychology
- Minor in Music, Kaufmann Entrepreneurial Scholar - 5th year program implementing popular music programs and networking music communities
- Founded a student group dedicated to leadership and performance in popular music; planned, performed in, promoted a number of concerts and other events, including arranging and leading 15-20 piece orchestral productions of The Beatles' *Magical Mystery Tour* and various genre/cover performances.

Skills:

- Computer/Graphics: experienced with XHTML/CSS/JS (inc WC3 standards), Photoshop/Illustrator. Functional knowledge of PHP, InDesign, Frontpage/Dreamweaver. Type 120+ WPM.
- Particular experience and interest managing scheduling, logistics, and personnel abilities and timetables.
- Knowledge of a number of musical instruments - their sound, set-up, and care. 200+ hours particular stage management experience, inc. multiple venues, festival-style multiple band turnarounds, and large-scale instrumentation switches
- Extensive study in music theory, relationship to culture, etc; providing a background to understand the psychology of music and sound. Papers recognized for college-level writing on musical criticism in *Brave New World*, the social and musical structure of The Beatles' *Magical Mystery Tour*, and analyses of song form and development.

Portfolio and descriptions of experience can be found at <http://joshreed.uscene.net>
Professional References as appropriate can be made available on request.