

CAIRA GUY



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PERSONAL PROFILE

I am a dedicated and driven music industry professional, with experience in both artist management and campaign management, as well as A&R, music promotion and public relations. I am now seeking employment within the music industry to support my career ambition to work within A&R and artist development. I am keen to develop my existing skills and I am committed to making a positive contribution to the creative industries.

PROFESSIONAL EXPERIENCE

- **DIRECTOR, PROJECT & PR MANAGER**
Octave Promotions
January 2022 - Present
 - Content creation and development of assets such as EPK's, websites and merchandise.
 - Developing strategies in marketing and social media.
 - Working with artists such as Love Loba and Bryony Williams.
- **A&R ASSISTANT**
Matrix Promo
October 2022 - Present
 - Sourcing new and upcoming talent that represent the Matrix Promo brand.
 - Acting as an initial point of contact between the artist and the company.
 - Informing artists and clients of the available services.
- **DIRECTOR, BRANDING MANAGER**
My Forte
September 2022 - Present
 - Branding design and concept.
 - Marketing strategy development
 - App conceptualisation.
- **WRITER**
Rock/Pop Sins & When the Horn Blows
January 2022 - April 2022
 - Review and article writing about upcoming releases, tours and shows.
 - Working with press releases.
 - Note taking at live shows for reviews,
 - Using trello and wordpress.
- **ARTIST MANAGER**
Creedite
January 2021 - January 2022
 - Managing schedules, booking shows and photoshoots.
 - Managing PR and promotion, and creating content such as posters and EPK's to support this.
 - Acting as a point of contact between Creedite and industry professionals.

S K I L L S

- Web Design using WIX
- Wordpress
- Adobe Photoshop & Adobe Express
- Microsoft Office , Microsoft Teams & Zoom,
capable of remote working
- Proficient copywriting skills
- Working with & creating press releases
- Project Management
- Excellent skills in reading musical notation
- Organisation & time management
- Strong written & verbal communication
- Creativity
- Efficient as both a collaborative & independant worker

E D U C A T I O N

- 2020 - 2023 • Birmingham City University • BA(Hons) Music Industries
- 2018 - 2020 • Heath Park Central Sixth • A Level Art & Design and Photography, BTEC Level 3 Extended Certificate Music
- 2013 - 2018 • Heath Park Secondary School • 11 GCSE's including English and Maths

A C H I E V E M E N T S

- 2021 - 2023 • Birmingham City University • Student Ambassador
- 2021 - 2023 • Birmingham City University • Student Mentor
- 2013 - 2020 • Heath Park Concert Orchestra • First Chair Clarinet
- 2018 - 2020 • Wolverhampton Youth Wind Orchestra • Second Chair Clarinet
- 2018 - 2020 • Heath Park Soul Band • Alto Saxophone
- 2018 - 2020 • Heath Park Jazz Band • Alto Saxophone
- July 2017 • Trinity College London Music Performance Grade 4 Clarinet • Merit
- July 2016 • Heath Park Concert Orchestra Spain Tour • Musician & Crew Member
- July 2016 • Trinity College London Music Performance Grade 3 Clarinet • Distinction

R E F E R E N C E S

Available upon request.