

BETHANY MAUNDRELL

I am an experienced and enthusiastic music student with a keen interest in marketing. I have been furthering my knowledge in the music industry as a student for the past 4 years. While my musical background is mainly from a performance and theoretical standpoint, I have always been fascinated by the marketing industry, stemming from my previous placement opportunities in the creative marketing sector.

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EDUCATION

West Suffolk College

SUFFOLK, ENG
2019 - 2021

Diploma of higher education

Awarded a Distinction -
Equivalent to 3 A Levels at A*

Anglia Ruskin University

CAMBRIDGE, ENG
2021- 2024

Bachelor's Degree: Music
Performance

Topics covered: Music industry,
Music therapy, Music
Performance.

**Marketer for University Music
& AI Conference**

PERSONAL DETAILS

Driver's License: Cars
Eligible to work in the UK:
Yes

Highest Level of Education:
Currently Completing
Bachelors Degree

Industry: Arts &
Entertainment

RELEVANT WORK EXPERIENCE

Session Musician, Freelance

Cambridge, ENG - Jan 2020 - Present

- Learnt and performed set piano and vocal pieces on local gigs and corporate events.
- Experience in writing original and briefed lyrics and melodies for compositions of various genres.
- Featured vocals on dance tracks and short films.

Choir Facilitator, St Ives Dementia Friendly Community Choir)

Cambridge, ENG - Feb 2023 - April 2023

- Planned and facilitated engaging and fun choir sessions that catered towards those with dementia.
- Taught a choir of 50+ a range of different songs to perform at a showcase.
- Made arrangements and adjustments to lyric/ score sheets when necessary

Digital Marketing - Sound Of Tomorrow Conference

Cambridge, ENG - Sept 2023 - Present

- Created and maintained content to increase social media brand and presence.
- Collaborated with local sponsors to create visually appealing marketing materials
- Conducted social media strategies and audits to improve organic traffic to various media platforms.
- Worked alongside a team to create original content and promotional campaigns.

Creative Marketer, Bluesky

Stowmarket, ENG - July 2018

- Worked productively and efficiently to adhere to tight design deadlines.
- Consistently used initiative to adapt to new creative software and technology.
- Created digital logos and website designs.
- Designed print media such as brochures to fit a design brief.

GENERAL SKILLS

- Good time management
- Leadership
- Customer Service
- Collaborative Team Player

MUSIC SKILLS

- Skilled Vocalist
- Proficient at the Piano
- Competent at the guitar
- Competent in Music Theory

IT SKILLS

- Proficient in use of Microsoft Office (including Word, Excel, PowerPoint, Outlook)
- Competent use in Music Software (Logic X)

OTHER WORK EXPERIENCE

UCAS Create Your Future Ambassador

London ENG - Jan 2020 - Present

- Represents and promotes my university course at different UCAS events.
- Meeting and greeting potential students engaging in spontaneous conversation.
- Worked effectively with a team to increase lead rates by 50%, breaking previous records.

Warehouse Assistant, Trade Counter Distribution Ltd

Suffolk, ENG - April 2022 - Sept 2023

- Accurately picking and packing large orders to ensure goods for despatch.
- Utilised Warehouse Management Systems (WMS) and Microsoft emails.
- Consistently met targets for packing.

CERTIFICATIONS & AWARDS

- Rockschool Awards (RSL) - Grade 8 Certification in Vocals (Distinction)
- Rockschool Awards (RSL) - Grade 6 Certification in Vocals (Distinction)
- Ed Sheeran Suffolk Music Foundation - Awarded Music Grant.
- Google Analytics Academy - Google Analytics for Beginners (2024)

INTERESTS

I enjoy spending my free time song writing and honing my skills on both the piano and guitar. I am an avid reader and spend most evenings reading to relax and unwind. As well as this, I have created a music marketing agency, allowing me to hone my acquired marketing skills while helping me network and understand the inner workings of this complex industry. I love watching live music and try to spend my free time either performing or watching local bands.