

MUSIC MARKETING PORTFOLIO



@themusenote



CONTACT

 TheMuseNote@gmail.com

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 Cambridge, England

I'M BETH!

I am a passionate music student deeply immersed in exploring marketing opportunities within the music industry. My marketing journey began during previous placements in the creative marketing sector. Through these experiences, I gained firsthand insights into the intricate world of music promotion.

Fueled by my love for performing and songwriting, I'm determined to excel as a music marketer. Running my own independent music-focused creative marketing agency, The Muse Note, has provided me with invaluable hands-on experience and honed my skills. Now, I'm excited to channel my passion into promoting the upcoming Sound of Tomorrow conference.

[linkedin.com/in/beth-maundrell](https://www.linkedin.com/in/beth-maundrell)

RESUME

WORK EXPERIENCE

🎵 **2018** Graphic Design Intern
Designed material for commercial companies
Stowmarket, Suffolk

🎵 **2024** Events Marketing
Created content for social media platforms for Music Conference
Cambridge, England

Web Design

Content Creation

Music Marketing

COURSES & TECHNICAL SKILLS

Google Analytics
Analytics For Beginners



Software Tools



EDUCATION

🎵 **2019-2021** West Suffolk College
Music Performance
Bury St Edmunds, Suffolk

🎵 **2021-2024** Anglia Ruskin University
Music Performance
Cambridge, England

CONTENTS

SOUND OF TOMORROW

Social media rebrand for a music conference.

EPK DESIGNS

Electronic Press Kit Design for a range of different musicians.

THE MUSENOTE

Social Media Rebrand

SOUND

OF TOMORROW

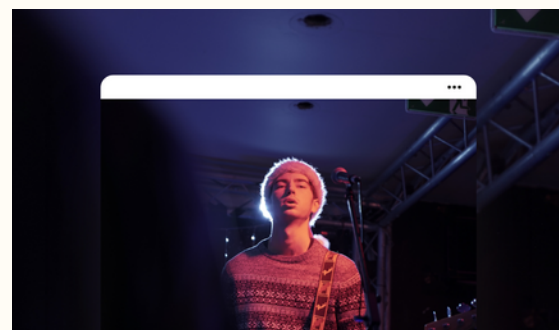
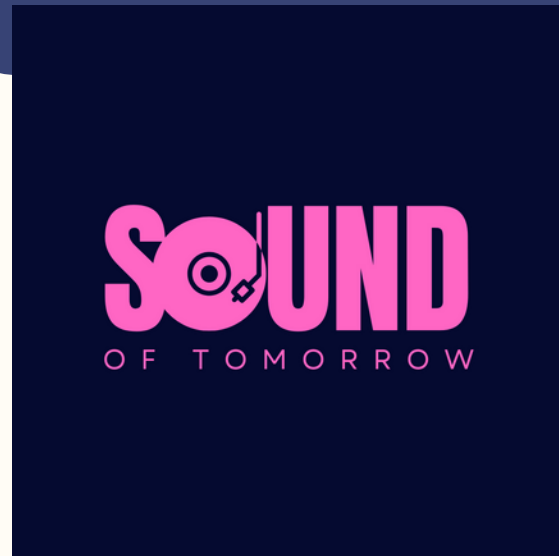
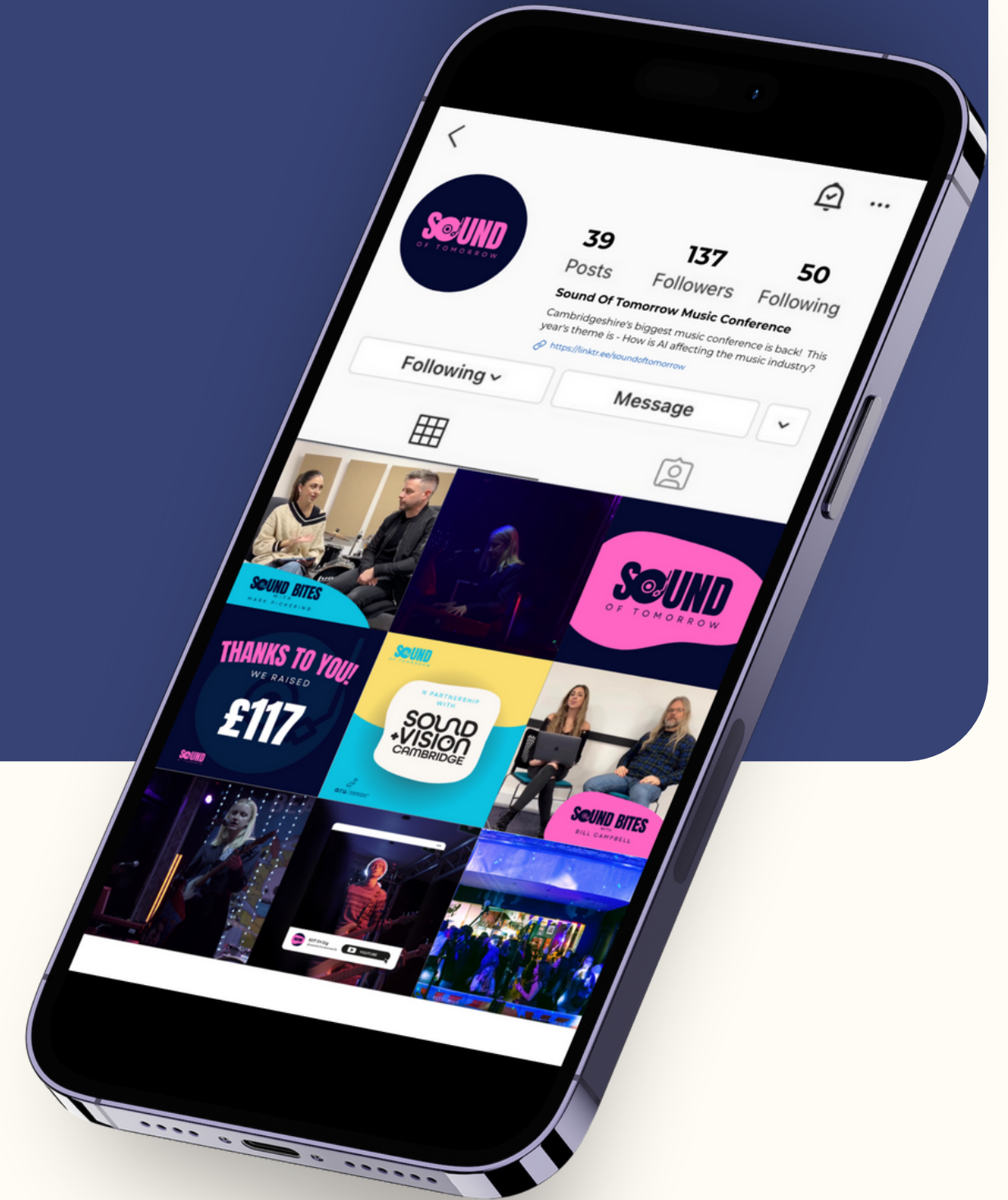
Sound Of Tomorrow is a student-led music conference based out of Anglia Ruskin University, Cambridge.



@soundoftomorrow24



soundoftomorrow.co.uk



PROJECT GOALS

- ♪ Build Brand Awareness
- ♪ Re-brand the sight to create more coheasion
- ♪ Increase number of instagram followers
- ♪ Create visually appealing content

SKILLS AQURIED

Web Design

Brand Creation

Team Work

Post Scheduling

Content Creation

TOOLS USED



Planoly

Feed planning and
instagram post
schedules



Notion

Project workspace



Canva

Instagram Post Design
Workspace

BRAND RESEARCH

THE BRAND

Bold, innovative, tech, music, open-minded to advances in technology and the music industry.

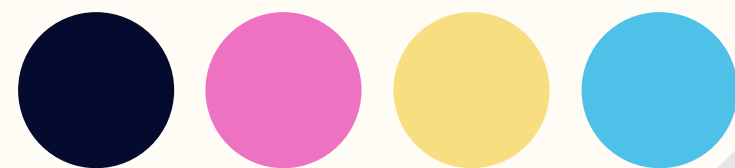
AUDIENCE

Musicians & Music lovers. Intended for those who want to learn about the advances of ai in the industry.

Main Target Audience - College students aged 16-19

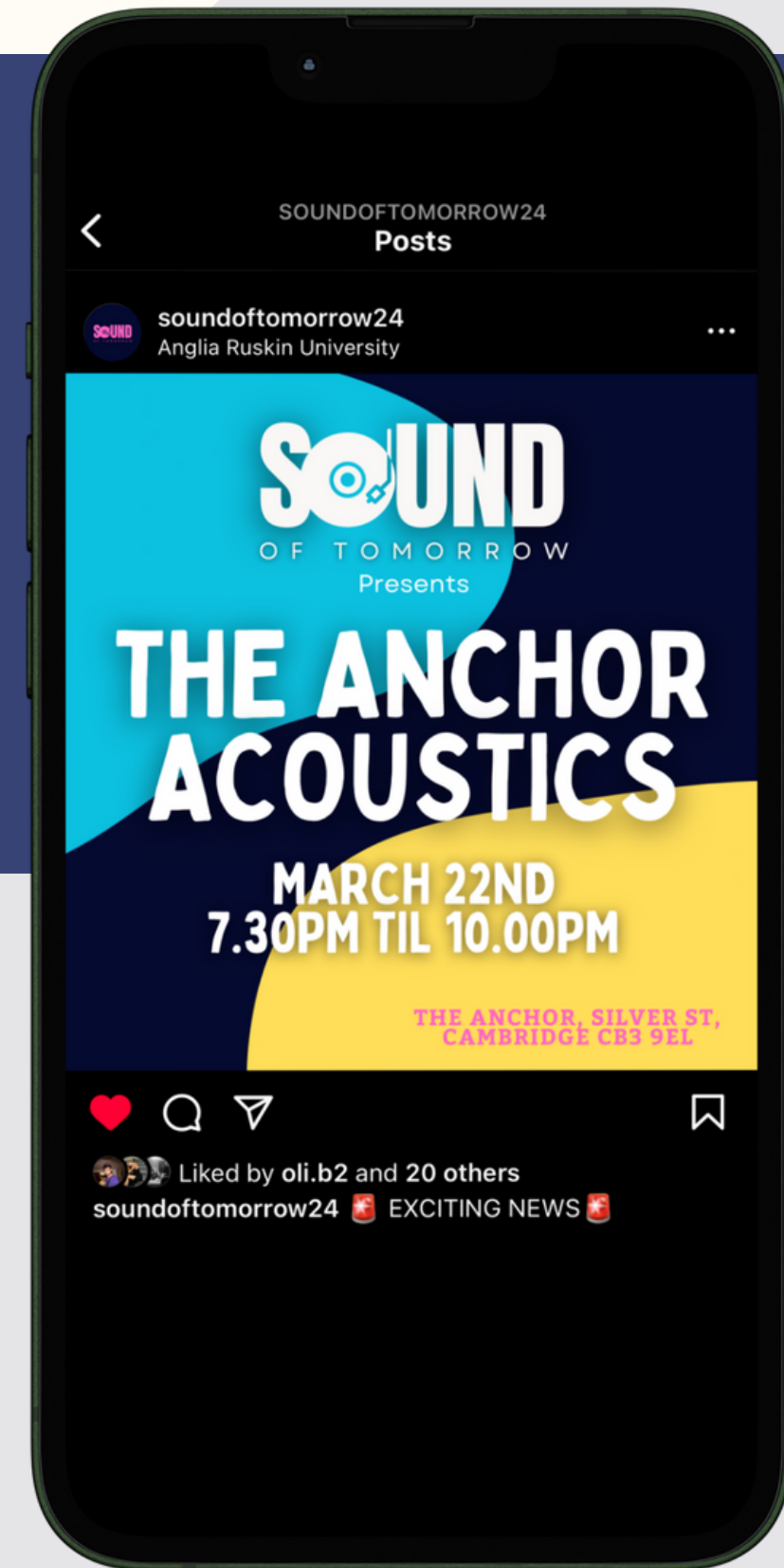
FEED PLANNING

The colour palette was chosen in conjunction with their sponsor's sound & Vision. The bold and creative colour palette was chosen to stand out.



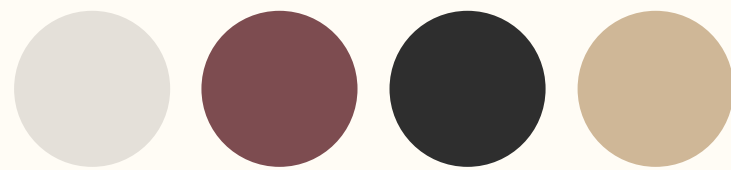
PLANNING

Posts were scheduled between 2 - 4 a week. Instagram stories at least 5 a week.



DESNA

An EPK tailored towards a performance specialism highlighting her key performances and social media analytics.



Contact
Desna Music

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<https://desnamusic.com>

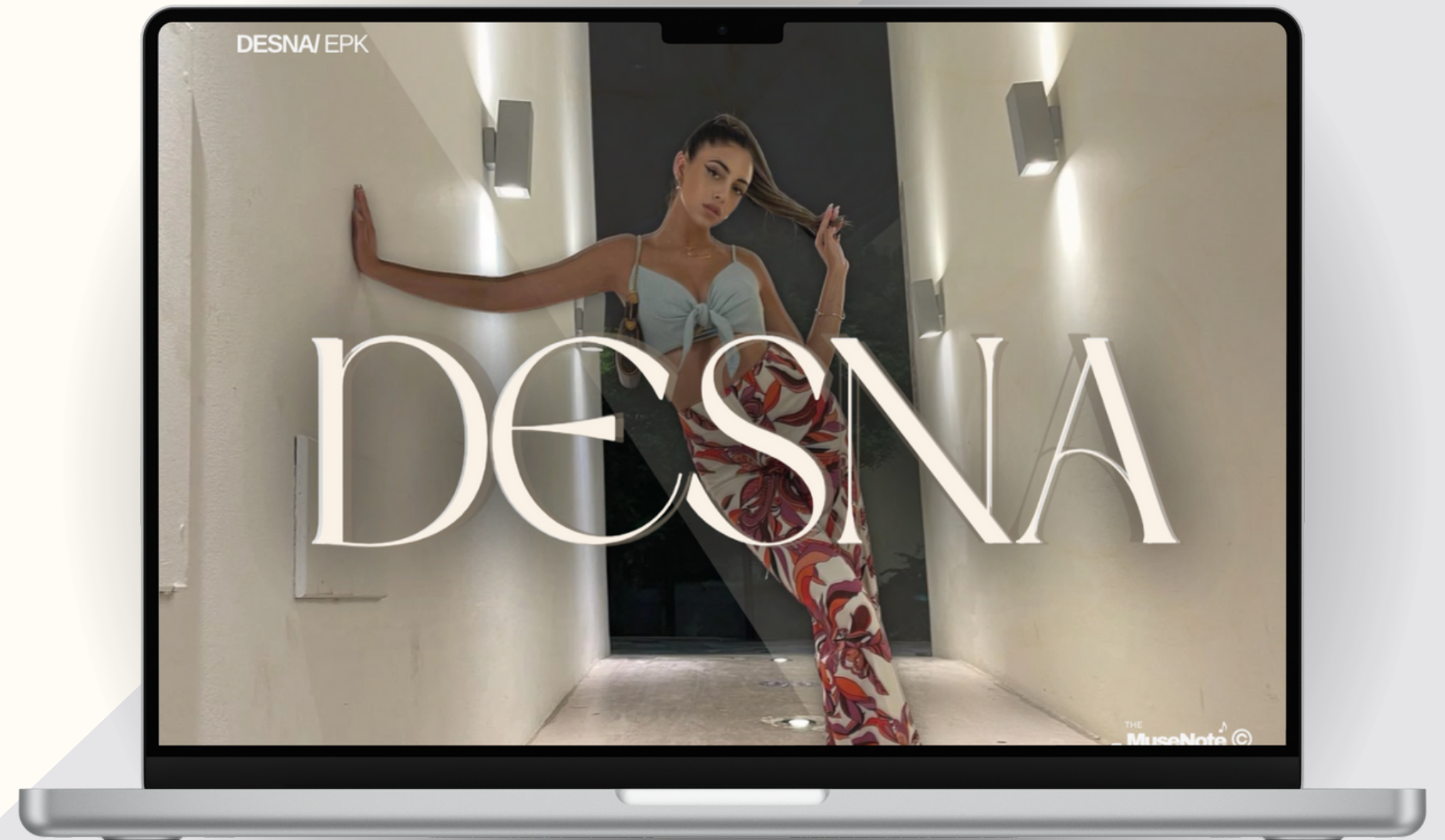
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Instagram
Desna.Music_

1.9K FOLLOWERS 58 FOLLOWING

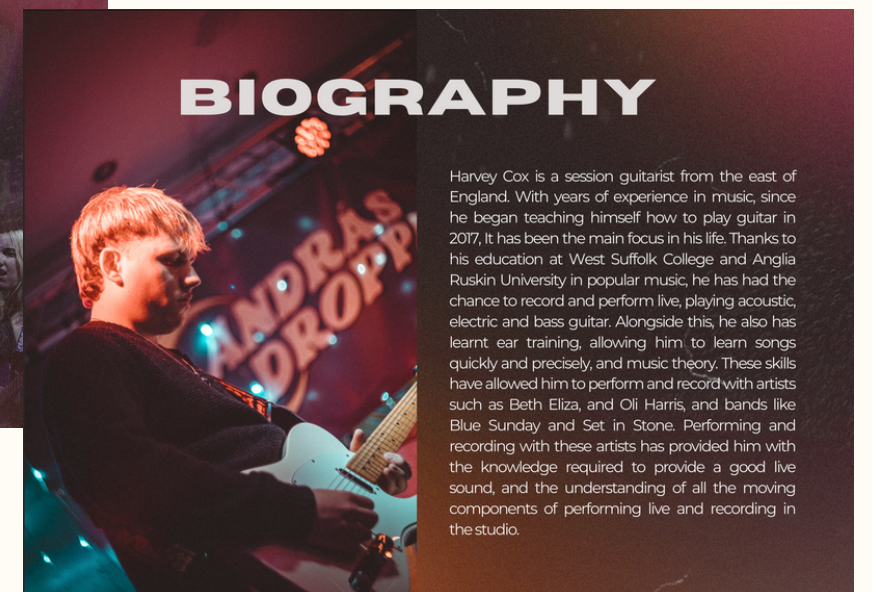
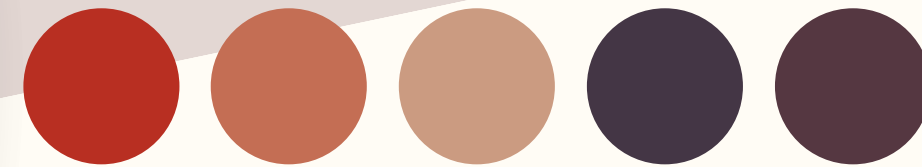
Metric	Value
Accounts engaged	362
Accounts reached	1,626

My content type: Followers, New followers, Likes, Comments, Shares, Saves, Profile visits, Story views, Story replies, Story shares, Story mentions, Story tags, Story mentions, Story tags, Story mentions, Story tags



HARVEY COX

An EPK tailored for a session musician, highlighting notable awards, band features and important information.



Harvey Cox is a session guitarist from the east of England. With years of experience in music, since he began teaching himself how to play guitar in 2017, it has been the main focus in his life. Thanks to his education at West Suffolk College and Anglia Ruskin University in popular music, he has had the chance to record and perform live, playing acoustic, electric and bass guitar. Alongside this, he also has learnt ear training, allowing him to learn songs quickly and precisely, and music theory. These skills have allowed him to perform and record with artists such as Beth Eliza, and Oli Harris, and bands like Blue Sunday and Set in Stone. Performing and recording with these artists has provided him with the knowledge required to provide a good live sound, and the understanding of all the moving components of performing live and recording in the studio.

THE -MuseNote

An independent music marketing and industry advice page, based in Cambridgeshire.



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themusenote.co.uk

POST SCHEDULE

MONDAY

JOBS BOARD HIGHLIGHTS

TUESDAY

TRENDING TIKTOK SOUNDS

WEDNESDAY

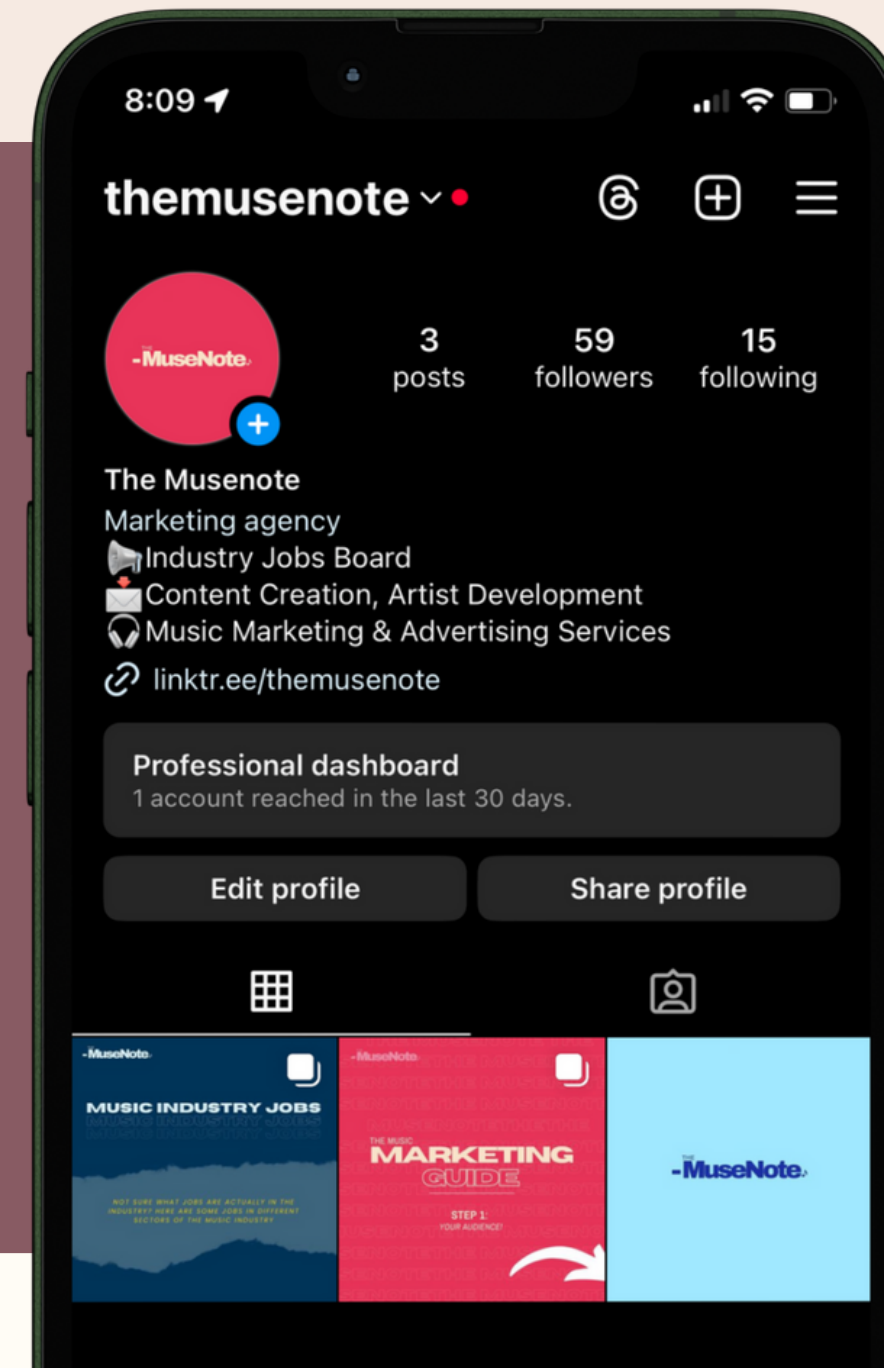
HOW TO BUILD A FANBASE

THURSDAY

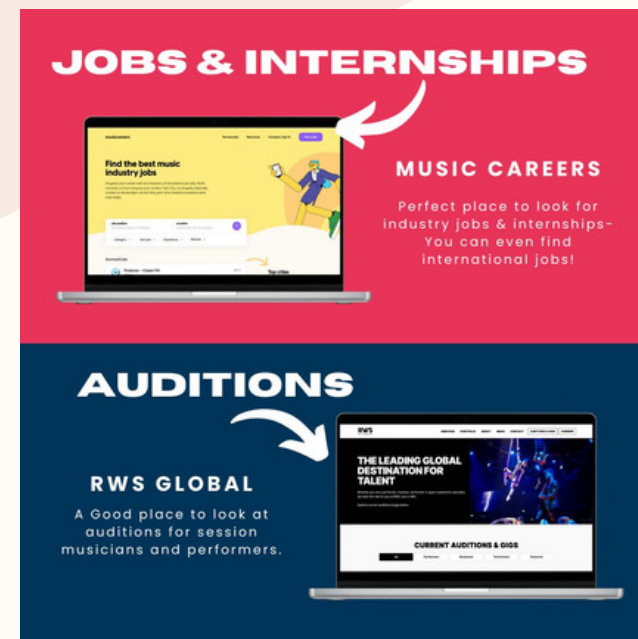
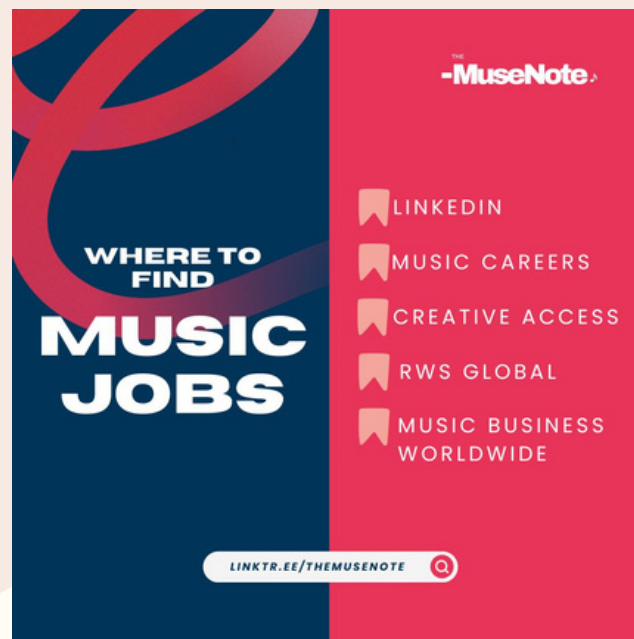
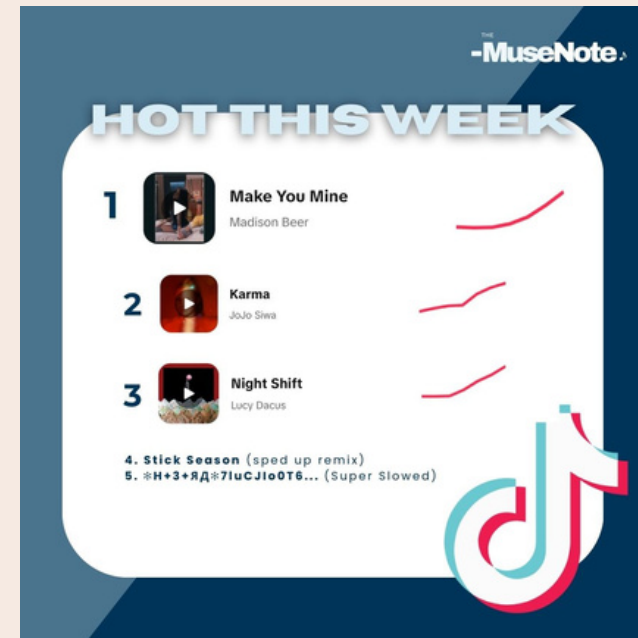
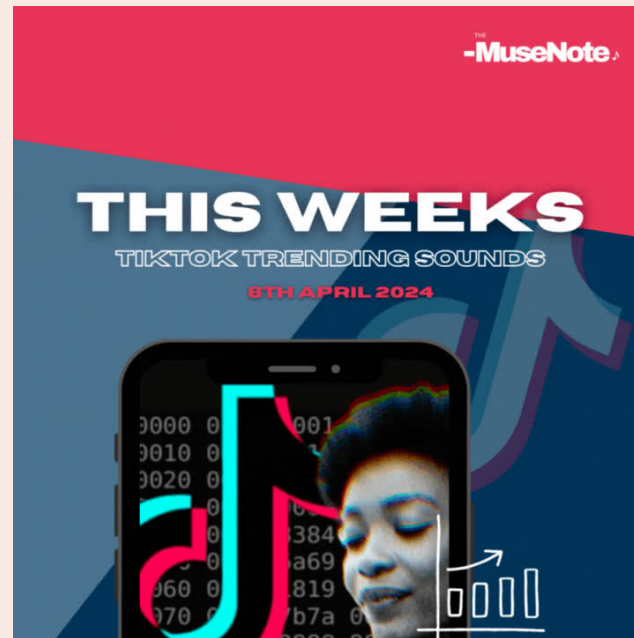
SONG PROMOTION IDEAS

FRIDAY

LOCAL ARTIST SHOWCASE



BRANDING



THE BRAND

Informative, Bold, Bright, Straight forward, Music Orientated

AUDIENCE

Musicians who want to help grow their fanbase, learn more about marketing & generating organic growth.

FEED PLANNING

A blue-based colour palette helps convey a trustworthy and confident brand.

SCHEDULE

Posts were scheduled everyday, creating interactive content on instagram stories.

