



BUILDING **SOUND** FUTURES

CAREERS IN MUSIC BRANDING & MARKETING

[MUSICFORWARDFOUNDATION.COM](https://www.musicforwardfoundation.com)

    @MUSICFORWARD

CAREERS IN MUSIC MARKETING AND BRANDING

Social Media Specialist

Content Creator

Digital Marketer

Experiential Marketer

Graphic Designer

Public Relations (PR)

Brand Marketer

Media Planner

Market Analyst

Brand Partnerships



BRIANNA COLELL

Brand Partnerships

Brianna is a multicultural business development expert who has boasted some of the most top festival brands in culture for Live Nation, such as Roots Picnic, Broccoli City Fest, H.E.R.'s Lights On Fest, Kirk Franklin's Exodus Gospel Fest, and more. She was previously responsible for the development and execution of global brand partnerships at the newly rebranded Warner Records, where she led multicultural and branding efforts for a roster of artists that included the likes of Saweetie, Wale, NLE Choppa, and PARTYNEXTDOOR. Additionally, Brianna held roles within the global entertainment partnerships division at Cashmere Agency and at Marriott International where she executed campaigns for a variety of clients such as Netflix, PepsiCo, Glossier, Capital One, Tinder, Paypal, and many more.



KYM JENKINS

Experiential Marketer

As a visionary, entrepreneur, creative spark, and kingdom influencer, Kym embodies the epitome of a spontaneous idealist and creator of ideas. Specializing in experiential marketing, branding, design, and project operation management, Kym does everything from flyers, banners, and websites to social events, gatherings, conferences, conventions, and exhibits. Kym is known to mature brands, business, and events towards ideal measures of success including retention, growth, and revenue through her design and experience.



NATE SCHLIMME

Digital Marketer and Analytics

Nate is a seasoned creative marketer who is trained in experiential marketing, digital marketing, and PR within the entertainment/music industry. Having previously worked for Optimist Agency, he has executed campaigns for reputable brands such as Nike Entertainment Marketing, Jordan Brand, Facebook, Hublot, and more. Additionally, Nate has managed global social media for Beats by Dre at digital agency Laundry Service and joined Amazon Music to lead their global social media accounts along with paid media, content production, and influencer strategies.



Todd Triplett

Creative Content Creator

Todd is an award-winning creative and culturalist who has developed and led globally recognized creative, experiential, branded content, and social media campaigns for some of the world's most respected brands including TikTok. His work is noted for organically melding insightful creatives, culture, and innovation.



CELENA FIELDS

Brand and Digital Marketer

Celena Fields has worked in artist marketing at Apple Music and Human Resources where she has helped support artists across all levels and genres. Since her start in the business, Celena has developed a huge passion for Black and brown creatives as well as independent and emerging artists. Additionally, Celena co-founded creative consulting and management company, the Nucleus, where her focus lies within Brand and Artist Operations.



KASTURI SHAN

Public Relations (PR)

Kasturi has been an entertainment industry professional for almost a decade, specializing in branding, artist development, and public relations. She has been at the helm of publicity and breaking artist campaigns both as an independent publicist (The Chamber Group, Press Here) and strategic leader in defining what's next (Interscope Records). Having worked with a dynamic roster of artists, including Tinashe, Kelly Rowland, J. Cole's Dreamville, Shenseea, Trevor Daniel, Oliver Malcolm, and more, Kasturi has become known for her passion in building artists and powerful storytelling methods.