

Suba Senthil

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Education

New York University, Gallatin School of Individualized Study

Dec 2024

Bachelor of Arts, Music Business, Political Science, and Fashion Marketing; economics minor

3.9 GPA, Dean's list, 2x recipient of Wasserman Grant

Work Experience

Universal Music Group, New York, NY

Jan 2025

Creative Sync Coordinator, Temp.

- Upload audio and organize metadata in DISCO library; chase audio assets from A&Rs for upcoming releases and sync requests
- Assist tracking incoming sync requests and take notes on Republic, Island, and Def Jam clearance calls

Red Light Management, New York, NY

Sep 2024 - Present

Artist Management Intern

- Review, track, and analyze weekly streaming and sales data for artists including Tom Petty and Ruth B.
- Field and organize press and sync requests; formulate social media content, photoshoot, and sync pitches
- Pitch & develop brand partnerships, and project touring revenue for The Smashing Pumpkins

BMI (Broadcast Music, Inc.), New York, NY

Jun 2024 - Aug 2024

Digital Licensing Intern

- Researched and created slide decks on potential licensees including Patreon and Youtube TV
- Conducted Salesforce analysis to efficiently track customer data
- Developed contract comprehension skills to maximize royalties
- Presented Digital Trends project on superfans and bundling to 100+ BMI employees and executives

BMG, New York, NY

Feb 2024 - May 2024

Creative Sync Licensing Intern

- Created Disco and BMG Songs playlists for sync placement pitches to send to music supervisors across film, tv, and advertising
- Designed Mailchimp newsletters featuring BMG artists including monthly samplers, Viral on TikTok, show invites, and niche playlisting
- Spearheaded project cataloging BMG songs with samples, researching writers & split %s

As If Magazine, New York, NY

Sep 2023 - Sep 2024

Music and Fashion Production Intern

- Contributing writer: [Black Country Matters](#) (article on Beyoncé and history of country music)
- Coordinated pickups for Steve Aoki cover; assisted on-set stylists with fashion credits; ideated interview questions and transcriptions

Peerless Clothing, New York, NY

Jun 2023 - Aug 2023

Graphic Design Intern

- Created content for Kenneth Cole, Michael Kors, Calvin Klein, Macy's, Nordstrom, Bloomingdales, and Dillard's
- Styled photoshoots and streamlined organization including booking and coordinating model castings

Luxe Communications, London, UK

Feb 2023 - May 2023

PR Intern

- Created PR mailers and press releases for Brian Eno's "Earth Percent" campaign, collected coverage, and researched journalists to pitch to
- Managed 50+ influencers for Netflix premieres *Bridgerton's Queen Charlotte* and *Luther: The Fallen Sun*

Professional Affiliations

- **Music Forward Foundation and Live Nation** - UPNext Youth Advisory Council (panelist at All Access Fest, toured Gov Ball, working with NY music students to host professional development), BMG Mentorship Program, industry and networking workshops
- **Emma Bowen Foundation** - TV & Media summer 2024 cohort member, and Disney mentorship program
- **NYU Writing Center, NYU Gallatin Orientation Captain** (3 years on team, 1 year captain with leadership experience)

Projects

- **EYEAM Music** - Created an EPK, [website](#), and SXSW promo materials for Atlanta based R&B artist signed to The Ari Collective Label
- **Tanner Fletcher NYFW** - Launched Tanner Fletcher's NYFW runway debut show, managing/dressing models, and creating BTS content
- **Headcount and Calling all Crows** - Registered over 100 new voters and spread awareness about ending sexual assault at music festivals and live shows (volunteered with Harry Styles, Olivia Rodrigo, Global Citizen Festival, Noah Kahan, Faye Webster, and the 1975)

Skills

- Adobe After Effects, Photoshop, Illustrator, Canva, Outlook, Disco, Excel, PowerPoint, Alice 3, Campaign Monitor, Cision, PressReader, Coveragebook, BMG Songs, Mailchimp, Source Creative, Statista, Music Connect, Rostr, Spotify and Apple Music for Artists, Chartmetric, R2, CLA, and Salesforce
- Tamil (fluent), Spanish (intermediate)