

Faybeon Mickens

Music Supervisor

Contact

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Phone

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E-mail

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LinkedIn

<https://www.linkedin.com/in/faymick>

Skills

Google Suite

Keynote

Looker

Canva

Serato

Serato Studio

Logic

Pro Tools

Public Relations

Public Speaking

Office management

Event Coordination

Music Genres

Music Management

Selecting Music

Skilled Music Professional with 11 years of curating music programming, coordinating events and management assistance. Knowledgeable professional willing to liaise with brands and music partners.

Work History

2018-02 -
Current

Senior Music Curator

Aaptiv, New York, NY

- Curate trainer music selection for classes
- Organize and track song metadata usage
- Coordinate music partnerships and licensing deals
- Ensure music placements and promotion for label collaboration
- Implement themes and in-app initiatives
- Record qualitative and quantitative data as it relates to user music experience.
- Managed Aaptiv's Spotify Tastemaker account
- Chair Aaptiv Amplified initiative empowering visibility of BIPOC trainers, musicians and wellness initiatives.
- Chair Aaptiv's Diversity Alliance ERG.

2009-03 -
2013-05

Senior Marketing Coordinator

New Era Marketing (NuDawn Ent.), New York, NY

- Produced media kits with key marketing analytics to procure numerous high-level deals.
- Managed media for all major verticals (television, new media, radio, guerrilla marketing, street team and public relations) via advertising, promotion and pitching.
- Leveraged different market research strategies to investigate new products and enhance campaign planning.
- Compiled artist, market and customer data to forecast accurate sales and profit projections.
- Coordinated creation and deployment of videos, social media posts and other marketing collateral.
- Secured assets, liners and coordinated meet and greets for artists such as Cedric the Entertainer, Faith Evans, Jazmine Sullivan, Ne-Yo, Ginuwine, Musiq Soulchild and more.
- Boosted brand awareness with target customer demographics with social, print and email campaigns.
- Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol.
- Mentored local personnel on best practices and protocols to maximize productivity.

2005-10 -
2008-03

Management Assistant

Czar Entertainment, New York, NY

- Maintained calendars for senior level management and flagship artists.
- Office Manager and Studio Manager for New York location.
- Organized studio and producer books for invoices (payable and receivable).
- Headed the A&R Department
- Implemented promotional, advertising, new media and street team strategy plans for Czar Artists Too \$hort and The Game.
- Launched the Czar Entertainment College Intern Program.
- Managed Czar Entertainment's DJ Record Pool for track distribution, club promotion
- Introduced digital stream sourcing for DJs, Radio Hosts and Street Team

2017-09 -
2020-03

Teaching Artist

Lower Eastside Girls Club, Soundlab & Spoken Word, Manhattan, NY

- Facilitated beginner techniques of Pioneer and Serato-based platforms.
- Taught future DJs music history and current trends.
- Provided instruction on DJ principles: including blend techniques,

- cuts, effects, and troubleshooting equipment.
- Helped girls connect technology and math as it relates to music theory.
- Used Hip Hop and Spoken Word to encourage interest in literature and creative writing.
- Maintained daily student records and evaluated student progress.
- Facilitated group sessions and provided one-on-one support.

2013-06 -
2017-12

Workshop Facilitator

Red Hook Initiative, Brooklyn, NY

- Encouraged vocal expression through writing and visualization exercises.
- Guided students in creating original performance pieces.
- Instructed students on basic marketing principles.
- Taught students introductory Public Speaking tactics.
- Guided students on how to utilize SWOT Analysis, Marketing Mixes, Income Statements, and Balance Sheets to evaluate their professional artist/brand profiles.
- Collaborated with High School Coordinator to identify areas in need of improvement and implement solutions.
- Cultivated connections and strong student rapport to foster classroom engagement, in addition to recording student progress to inform parents and school administration.

Education

2005-08 -
2008-05

MBA: Business Administration, MARKETING

SAINT JOHN'S UNIVERSITY - Queens, NY

2000-08 -
2004-05

Bachelor of Arts: Corporate Communication

College Of Charleston - Charleston, SC

Division I-AA Student Athlete- Captain (2 Years)

FCA - 4 Years

Member, Alpha Kappa Alpha Sorority, Inc.

Member, Black Student Union

Affiliations

- The Recording Academy, Voting Member
- Broadcast Music Inc., Writer & Publisher
- Women in Music, Member
- NAACP, Member (NY Chapter)
- News Beat Podcast, Artist in Residence
- Project Mayhem Agency, Co-Founder
- DJ LiKWUiD, self-employed

Certifications

2017-01

Therapeutic Crisis Intervention

2014-04

Food Handlers Certification

2009-10

OSHA Certified

2009-01

Distribution Engineering (Con Edison, Gold Associate Program)