

# Alberto Méndez Rodríguez

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## Working Experience

### **GALLERY SESSIONS** by FOLCH STUDIO Project Manager- and Business Planner Assistant

2022  
Mar. - Jul.

Managed forms for The Orchard to prepare for DSPs releases, maintained metadata up to date, ensured on time delivery of confidential assets to key partners (so they can follow the process from pre- to post-production of sound masters and visual materials). I negotiated fees between brands and artists, reviewed clauses on contracts (such as image rights exploitation and royalties distribution) and served as a contact person for artist managers. Additionally, I wrote press releases, prepared artists' interviews, communicated production fees and managed invoicing data. **[Barcelona, Internship]**

### **UNIVERSAL MUSIC** Media Planning and Operations/ Digital Concepts and Creation

2020-21  
Aug. - Jul.

Managed metadata/ artist databases, collaborated with 'Affiliates'-team for deals with DSPs and retailers, worked with 'IT' and 'Operations' for marketing campaigns and managed confidential digital assets. I also monitored follower behavior and prepared statistics for internal review as part of the 'Marketing Labs' team. **[Berlin, Internship]**

### **TIKTOK (MAJOREL)** Content Moderator

2018-19  
Oct. - Mar.

Reviewed uploaded material following strict guidelines. **[Barcelona, Job]**

### **HOLI ME UG** Business Development Assistant

2018  
Jun. - Sep.

Analyzed online market niches, created two corporate visual identities/ brand manifestos, and an email sales funnel strategy. **[Berlin, Internship]**

### **CREATIVIALAB** Digital Project Manager Assistant

2017  
May - Oct.

Wrote newsletter KPI reports for external review, monitored social media, did influencer marketing/ customer service. **[Barcelona, Internship]**

### **EUROPE & ME** 'Culture' Editor and Author

2022  
Jan - now

Write/supervise articles on culture for an awarded magazine. **[Volunteer]**

### **ROTARACT** 'Diagonal' Club Admin/ President

2015-2020  
Sep. - Jul.

Worked with district governors, managed club finances, goals and food supplies to 'El Chiringuito de Dios' meal center regularly. **[Volunteer]**

## Education

### **POSTGRADUATE COURSE** Music Industry Management & Marketing - European Institute of Design

2021  
Oct. - Dec.

Recordings and Royalties, Music Rights and Authorship, Distribution for Streaming Platforms, Diversity, Record Label Operations and Administration, Management and Integrated Marketing Plans. **Madrid**

### **BACHELOR'S DEGREE** Advertising, Marketing and Public Relations - ESERP Business School

2016-2021  
Sep. - Jul.

**GPA 9.1** out of 10. Thesis graded with Highest Honours. **Barcelona**

### **SCHOLARSHIPS: Semesters in Asia and Europe**

2019  
Feb. - Dec.

**Anyang University** 안양대학교 **Seoul**  
Focus: Media, Cross-cultural studies and global leadership.

**Hogueschool of Rotterdam** **Rotterdam**  
Focus: Creative marketing storytelling and sales.

Fascinated by artistic narratives and music phenomena, I have spent the last one and a half years learning from cultural powerhouses Universal and Folch. Now I can't wait to apply it all. Please find more about me here:

[linktr.ee/mendez.alberto](https://linktr.ee/mendez.alberto)

## Languages

ENGLISH	C2/ bilingual
GERMAN	C2/ bilingual
SPANISH	native
CATALAN	native
FRENCH	B1/ intermediate
KOREAN	A1/ beginner

## Skills

### PERSONAL

Self-motivated	Team-oriented
Communicative	Resourceful
Independent	Creative
Detail-oriented	Empathetic

### PROJECT MANAGEMENT/ IT

Google Workspace	Data Analysis
Microsoft Office	Asana, Slack, Trello
Time Management	Affinity Design
Prioritization Techniques	Wordpress, Wix

## Awards

### Best Marketing Bachelor's Thesis

"Fluid gender expression formulas of mainstream artists: A marketing analysis of cis-male personas" - with Universal Music (2021-22).

## Additional Info.

### UNRELATED EXPERIENCE

Theater actor, print illustrator, teacher, retail, tech fair assistant, barista, opinion researcher.

### HIGH SCHOOL

International German School of Barcelona (A-Levels/ Abitur), focus on languages and arts.

### HOBBIES

Watching/ editing music videos, running, dancing, swimming, drawing, art and psychology.