

# Allegra Rosenberg

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(847) 800 7898

## Experience (chronological)

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### Gumball Company

Founder • Fall 2015 - Present

Founder of **Gumball Company**, a full-service music promotion, booking, management, and consulting agency. Books ongoing series of independent live concerts at LA houses and venues. Manager of LA band **Thumpasaurus**— coordinates local, national, and international headlining and support bookings, designs marketing campaigns, organizes and schedules creative opportunities, and oversees all business matters.

### Vulfpeck

Project Manager • September 2017 - Present

Project manager, creative coordinator, and sole employee of **Vulfpeck** and their associated label, Vulf Records. Extensive experience with customer service, merchandise coordination, and fan community engagement. Reports directly to label head/bandleader Jack Stratton to spearhead brand partnerships (Super Deluxe, Spotify), distribution deals (300 Entertainment), and content strategy for the band and other associated projects. Acts in the role of day-to-day manager during ongoing campaigns and tours.

### Tour Manager

Freelance • May 2017 - Present

Tour manager for LA acts including **Minimall**, **Moonchild**, **Thumpasaurus**, and **Theo Katzman**. Experience working both on the road and remotely, accounting for and selling merch with AtVenu, creating day sheets, and entering tour data into MasterTour. Extensive experience advancing with venues, booking accommodation, routing travel, and completing settlements for DIY and club tours. Knowledgeable about tour budgeting, tour marketing, and on-the-road scheduling.

### USC FemFest

Director • Fall 2015 - Present

Director of **USC FemFest**, USC's spring festival devoted to promoting women in music. Works with USC Program Board to manage \$20,000+ budget and bring an empowering festival experience to USC's campus. Books headlining & supporting talent, negotiates with agencies, coordinates all press and marketing, sources festival sponsors, and guides general production strategies. Oversees FemFest sub-committee and delegates responsibilities including vendor contracting, volunteer coordinating, and production management.

**Internships:** Pulse Music Group, Fancy PR, The Wild Honey Pie, Netzwerk Records

## Skills (alphabetical)

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**A&R**, analytics, audio engineering, **band management**, brand partnerships, CMS, **copywriting**, design, emails, **event production**, **fan outreach & engagement**, film editing, graphic design, HTML/CSS, **journalism**, marketing, **merchandising**, **project management**, show booking, **social media**, talent buying, **tour management**