

# Morgan Schabhuttl

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## EDUCATION

### Carnegie Mellon University

*Master of Entertainment Industry Management*

Relevant Coursework: Multi-Modal Music Industry Research | Touring & Live Music Revenue | Multimedia | Measuring Social

Expected May 2023  
Pittsburgh, PA/ Los Angeles, CA

### University of Hartford

*Bachelor of Arts, Performing Arts Management*

Relevant Coursework: Music Management: For Profit | Survey of the Record Industry | Arts Management Practicum | Case Studies in Music Management | Entertainment Law | Digital Marketing

May 2021  
Hartford, CT

## WORK EXPERIENCE

### Student Consultant

Rock Entertainment Group - Cleveland Cavaliers

- Gather and measure social activity across all platforms using Brandwatch
- Create demo analysis by identifying key audience segments
- Prepare recommendations for potential opportunities to increase fan engagement for the Cleveland Cavaliers

January 2022-Present  
Pittsburgh, PA

### Content Contributor

Arts Management & Technology Lab @ CMU

- Collect data and conduct research analysis on the digital platform, TikTok's, effect on the music industry
- Develop research methodologies to analyze music consumption and artist promotion in the digital era

September 2021-Present  
Pittsburgh, PA

### Promotion Intern

OneUp Entertainment

- Analyzed data using Mediabase, Music Connect, BDS, Chartmetric, and Next Big Sound to create and maintain weekly song reports for multiple artist teams at Bertelsmann Music Group
- Managed \$28,500.00+ budgets in relevance to confidential artist release projects
- Adapted relationships with and tracked data from over 250 radio stations throughout the United States

May 2020– May 2021  
New York, NY

### Touring Intern

Marionette Management

- Booked and altered a 15-city national tour for artist Stephen Kellogg to become remote following COVID-19 closures
- Processed ticket purchases and sent out private links for each tour date to concert attendee's
- Curated multimedia content for geo-tagged social media posts and press releases
- Contacted media outlets in each city with detailed promotional material

September 2019– January 2020  
Hartford, CT

### Marketing Challenge Participant

Real Industry

- Partnered with Andrew McMahon and the Dear Jack Foundation by utilizing real-world artist marketing scenarios and technologies
- Challenged with intersecting music, marketing, and social advocacy to market a curated playlist campaign using Pandora's database

September 2018 – October 2019  
Hartford, CT

### Event Production Intern

NYC Department of Parks and Recreation

- Reported directly to the Director of Program Development on concerts, performances, and art/recreational activities throughout the five boroughs
- Communicated with external partners to produce weekly events
- Facilitated event budgets used to pay artists accordingly

May 2018 – August 2018  
New York, NY

## VOLUNTEER EXPERIENCE

### Volunteer

Association of Performing Arts Professionals

- Led member and speaker registration effectively
- Supervised panel sessions and comfortably solved any problems that occurred

January 2020  
New York, NY

Certifications: HubSpot Digital Marketing | Google Ads Certified

Skills: Microsoft Word | Microsoft PowerPoint | Microsoft Excel | Google Drive | Adobe Photoshop | Adobe InDesign | Adobe After Effects | Adobe Illustrator