MAYALI CLARY

Music Marketing • Social Media Management • Content Creation • Live Events
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SKILLS

Social Media & Campaigns: Social media campaign creation and management, content calendar development, content bucket ideation, creative copywriting, voice and tone adaptation, community management, talent and fan activations, digital activations, Meta ad campaigns, release rollouts, DSP distribution (DistroKid)
Content Creation: Short-form video editing (CapCut), graphic design (Canva), iPhone content capture, photography and videography at live events, artist branding and visual direction, mood board development, website creation and maintenance
Analytics & Reporting: Performance reporting and analytics, Spotify for Artists, Meta Ads Manager, trend identification and content optimization
Platforms: Instagram, TikTok, YouTube, X/Twitter, Facebook • Later.com, Canva, CapCut, DistroKid, HubSpot, Google Workspace, Microsoft Office Suite
Events & Operations: Concert production and booking, artist contract negotiation, budget management and financial reconciliation, vendor and stakeholder coordination, team management

EXPERIENCE

Freelance Marketing Consultant & Social Media Manager • *Independent Clients incl. Dog Bites Man* • 2026 – Present
- Execute end-to-end digital marketing campaigns for multiple independent artist clients, managing release rollouts, social media accounts, content production, and campaign reporting.
- Develop artist branding including mood boards, visual direction, and aesthetic concepts to establish cohesive identities across platforms.
- Build and maintain websites for artist clients; create and schedule content daily across Instagram and TikTok tailored to each artist's voice and audience.
- Run Meta ad campaigns for artist releases and track social media performance analytics.
- Co-founded Dog Bites Man, a music and culture publication — creating and publishing daily meme-forward, culture-first entertainment content across Instagram and TikTok.

Communications Coordinator (Part-Time) • *Internal Creations* • Sept 2026 – Present
- Manage all social media for a music education nonprofit serving underserved communities in NYC, including content creation, ideation, scheduling, and analytics tracking across platforms.
- Create and produce digital content that tells the organization's story and connects with donors, participants, and community partners.
- Market the organization's guitar education program across digital channels to drive program awareness and community recruitment.
- Write and distribute internal communications and newsletters to keep staff, partners, and stakeholders informed and engaged.
- Build and maintain community relationships through active social engagement and consistent, mission-aligned digital presence.

Social Media Manager (Volunteer) • *Girls Behind the Rock Show* • Oct 2026 – Present
- Manage all social media for a music organization dedicated to uplifting women and gender-diverse individuals in the music industry, overseeing content creation, ideation, scheduling, and analytics tracking across Instagram and TikTok.
- Develop and execute content strategies that grow audience, drive engagement, and authentically represent the organization's community and mission.
- Track performance analytics and use data insights to continuously optimize content and posting strategy.

Founder & Event Director • *Loud Mouth Entertainment* • Oct 2025 – Present
- Founded and operate a live event booking company, managing all aspects of concert production from artist outreach and contract negotiation through show execution and settlement.
- Book shows across genres including house shows and independent venues; maintain active relationships with artists, managers, and industry contacts.
- Run all social media for the company, creating content and managing community to promote each show; provide photography and videography at live events.
- Manage budgets, process invoices, track ticket counts, and handle financial reconciliation across all active shows.
- Organized benefit shows raising funds for charitable organizations including the National Immigration Law Center, No Kid Hungry, Mutual Aid in Blacksburg, and women's health initiatives.

Marketing Manager • *The Rooftop Vibe* • Aug 2025 – Aug 2026
- Led social media and content marketing for a music entertainment platform, managing Instagram, TikTok, and YouTube across the full content lifecycle from ideation through publishing and reporting.
- Coordinated an album release campaign end-to-end, managing social rollout and DSP distribution via DistroKid across Spotify, Apple Music, and major streaming platforms.
- Ran Meta ad campaigns for artist releases; monitored Spotify for Artists streaming performance and delivered performance reports to leadership.
- Produced short-form video content at fashion shows and live events; developed creative campaigns highlighting independent artists and their stories.
- Worked with a producer to create a three-part interview series showcasing independent musicians.
- Assisted with sponsor and investor pitches and presentations; collaborated with CEO on overall platform strategy.

Social Media Coordinator • *Group Chat Mag* • Dec 2024 – May 2026
- Produced and scheduled digital content aligned with publication strategy and audience insights.
- Coordinated directly with musicians, band managers, and PR reps to secure promotional assets and interviews.
- Tracked performance metrics on TikTok and Instagram to inform future content planning.
- Led remote collaboration for multimedia campaigns tied to cultural and music events.
- Ensured consistent campaign delivery under tight publication deadlines.

President • *XYZ Art Gallery* • Jun 2022 – May 2024
- Led all marketing, booking, and operations for a live music and arts venue, managing artist outreach, event production, social media, and financial operations simultaneously.
- Doubled venue revenue within six months through strategic artist curation, targeted marketing, and community-driven event campaigns.
- Directed exhibitions, concerts, and fashion events; managed intern team coordination and all administrative functions.

EDUCATION

Virginia Tech • B.S. Cognitive & Behavioral Neuroscience • Minor: Human-Computer Interaction