

LAURA CATANA

New York, NY | 917.626.9444 | laura.catana@gmail.com | www.lauracatana.com

MUSIC BUSINESS LEADER

Trilingual, goal-oriented business leader with 10+ years of experience in the US and Cuba encompassing creative operations, sales, business development and strategy, marketing and label management. Passionate about connecting cultures and bringing good music, color, and creativity to people's lives. Musical tastemaker known for media savvy, project management strength, and intellectual curiosity.

KEY COMPETENCIES

Artist Development | Digital Marketing | Music Label Services | Music Distribution & Publishing
Product Management | Account Management | Client Services | Strategic Partnerships | FB + IG Media Buying

EXPERIENCE

INDIEFLOW, New York, NY

2021 – Present

Music tech startup (Series A) based in Tel Aviv, Israel.

Head of Artist Relations + Sales

Hired as company's first sales professional, and first US-based employee.

- Drive steady upward growth including brokering strategic partnerships for market expansion.
- Curate and create educational content (video and blog) directed at independent artists on topics including artist development, creative marketing, music business and publishing.
- Support marketing team in pursuing new marketing channels to reach target demographic.
- Work closely with product team to conduct market research and strategize on product market fit.
- Manage sales and artist relationships teams, helping the latter during the process of creating, nurturing and building an online community on Discord.
- Represent IndieFlow at conferences and on panels including MUSEXPO, LAUNCH! and Durango Songwriters Expo.
- Closed over \$50K in sales which attracted a \$4.3M investment in the company in March 2022.

TIGRE SOUNDS MARKETING AGENCY & MEDIA PLATFORM, New York, NY/Miami, FL

2019 – 2021

Director of Artist Relations, Client Services + Business Development

- Scouted emerging global and Latin talent and spearheaded an effort to engage over 100 independent artists to be part of Tigre Sounds' network of creatives, building and nurturing relationships and creating value.
- Supported business development efforts for the startup, seeking business opportunities and preparing comprehensive proposals, budgets and creative ideas for this boutique marketing agency.
- Contributed editorial articles for media platforms, leveraging "finger on the pulse" of emerging Latin/Global talent.
- Led creative teams to produce in-house visual productions, managing all communications, coordination and general project management.
- Identified and engaged two artists who became the subject of label wars between Sony Latin and Warner Latin.

LAURA CATANA, New York, NY | Havana, Cuba | Miami, FL

2016 – 2021

Digital Marketer + Social Media Manager + Creative Marketing Consultant + Paid Media Buyer (FB + IG)

- Led creative marketing campaigns surrounding music releases, including production of digital assets and paid promotion strategy/execution across FB + IG platforms for independent artists.
- Developed social media management and growth strategy for brands including planning and developing digital creative strategy, establishing brand voice, general messaging, and community management.
- Performed artist management and development activities for emerging artists including Cuban artists El Individuo, DJ Jigüe and JD Asere.
- Served as American liaison and producer for US media companies that needed an on-the-ground contact producer and translator in Cuba including *The New York Times*, *Vibe*, *Topic* and *New Yorker*.
- Produced, coordinated and scouted local talent for release of Súbelo Cuba, Gilles Peterson's 2018 compilation album. Developed a series of national talent showcases, working with legal team to manage contracts, budgeting, licensing and international travel itineraries.
- Grew accounts from 0-45K followers across platforms in just over a year. Accounts included Brooklyn-based home cleaning co-op Up&Go, Havana-based rapper El Individuo, boutique marketing and lifestyle platform Tigre Sounds, and newly acquired Sony Latin's 5020 Recording Studio and lifestyle space in Miami, FL.

GUÁMPARA MUSIC, Havana, Cuba

2015 – 2018

Indie music label

Label Manager + Artist Manager + Director of Marketing and Communications

- Co-founded, operationalized and managed Havana's first independent urban music label.
- Implemented key work flow processes and systems to create a functional work environment. Signed four artists and generated new streams of income.
- Led PR campaigns and secured placements in publications including *The Fader*, *Vibe* and *The New York Times* and on NPR.

- Produced, distributed and marketed the release of two full length albums and five EPs.
- Facilitated partnerships, events and recording sessions with a broad network of international musicians, journalists and brands including Gilles Peterson, Vice, *Vibe*, and the BBC.
- Managed contracts, licensing and negotiations for all label publishing obligations. Closed deal with The Orchard, owned by Sony Music, for worldwide music distribution.
- Led international artist management and tour management for all artists under the label.

CITY GARDENS OF NY, New York, NY

2009 – 2014

Landscape design and maintenance firm

CEO, Lead Landscape Designer

Inherited family business following father's untimely passing. Completely revamped business including marketing, branding, prices, and services and expanded team from three to eight members.

- Led sales team and achieved over \$500K in annual sales.
- Analyzed industry research to determine key opportunities for growth. Developed a strategic growth plan and doubled revenues to over \$500K. Established and designed a marketing and branding strategy that generated leads and contributed **to overall sales via partnerships, marketing materials and website.**
- Conducted thorough break-even analysis to develop a sustainable budget and pricing strategy.
- Head of all day-to-day production, scheduling and routing including all material purchases and sourcing of supplies.
- Led a 3-8 person team on project installations including landscaping, irrigation and patio construction.
- Identified, pursued and closed new business that represented 80% of client base (\$400K). Led all sales and customer acquisition including comprehensive proposals and horticultural designs.
- Rebranded company, created website and logo and full suite of marketing materials and brochures.
- Led company into new areas of landscape design expertise including irrigation, green roofs, cut florals and artificial plantscapes.
- Improved business efficiency by implementing technology solutions to streamline operations.
- Sold City Gardens of NY to a major landscape company and competitor in NYC, liaising with attorneys and helping to negotiate terms of sale.

EDUCATION | TRAINING

'WINNING BY DESIGN' SALES CERTIFICATE, 2021

SaaS Certificate Program, online

W.O.M.E.N IN AMERICA MENTORSHIP PROGRAM, New York, NY

Professional Development Leadership Program, 2011

- Nominated to apply by Goldman Sachs 10,000 Small Businesses Program and was accepted after interview round.

GOLDMAN SACHS 10,000 SMALL BUSINESSES PROGRAM, New York, NY

"Mini-MBA" Business Leadership Program, 2010 – 2011

- Selected as the youngest participant at the time.

COLUMBIA UNIVERSITY, New York, NY

Master of Science in Landscape Design, 2009

WESLEYAN UNIVERSITY, Middletown, CT

Bachelor of Arts in Anthropology with focus on Music, 2007

- *Study Abroad*: Studied Anthropology and Portuguese through CIEE in Salvador, Bahia, Brazil.

ADDITIONAL INFORMATION

- *Consulting*: Served as a business development and strategy consultant for The 1335, Music Incubator and Co-Working Space. Joined startup as #2 employee to bring an abstract idea into a tangible, self-sustaining business model. Project was put on pause due to COVID. Led operations management to implement systems and order, together with a self-sustaining business model. Developed financial projections to better inform pricing strategies. Conceptualized use of space, membership models and marketing strategy (Miami, FL: March 2020 – July 2020).
- *Producer*: Worked with Gilles Peterson's internet radio team, Worldwide FM, to curate and produce a 6-episode series highlighting Cuban talent. (Miami/Havana/NYC: May – August 2020)
- *Event Production + Booking*: Formed part of HAPE Collective, a 3-person team in Havana, Cuba to produce and book monthly tropical-bass parties and facilitate cultural workshops and exchanges. Served as booking agent for international talent (beyond Cuba) and day-of producer for 500+ person parties. (Havana, Cuba: 2016 – 2018)
- *Artist Management*: Experienced international artist manager with a focus on artist development and digital marketing strategy. Artists include: El Individuo, JD Asere and DJ Jigüe.
- *Languages*: Fluent in Spanish and Brazilian Portuguese.
- *Skills*: Facebook Blueprint Course (FB + IG Ads), Canva, Photoshop, iMovie, Google Sketchup 3D design, Trello, parallel parking a 10' box truck in Manhattan.
- *Interests*: Cycling, backpacking on a one-way ticket, any podcast from Futuro Studios, Brazilian forro, Ziva meditation...and on and on the list goes!