

Alex Melgosa

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WORK EXPERIENCE

Linkin Park / Machine Shop Entertainment, LA, CA

April 2022 - April 2023

Community Manager

- Launched Linkin Park's official TikTok and Discord and grew LP's Instagram followers to 6M.
- Developed and executed comprehensive social media strategies across multiple platforms, including Facebook with 56M followers (The biggest band on Facebook) and YouTube with 20M subscribers.
- Oversaw Linkin Park Underground fan club, integrated Web3 features and offered exclusive fan experiences (e.g., private screening of Scream VI with Mike Shinoda.)
- Analyzed metrics and feedback, providing reports informing strategic decisions and improvements.
- Managed a successful release strategy for Linkin Park's 20th anniversary of their 2nd album, Meteora.
- Executed social strategy of the unreleased song 'Lost,' which charted at No. 1 on Mainstream Rock Airplay.
- Spearheaded marketing and social plan for two Mike Shinoda tracks featured in the movie Scream VI.

Universal Music Publishing Group, LA, CA

March 2017 - April 2022

Audio Asset & Production Specialist

- Produced and edited photo and video assets, creating engaging communication materials to market UMPG's catalog via its website, social media accounts, and email newsletters to clients and affiliates worldwide.
- Curated marketing copy for catalog artists via its website, social media accounts, and email newsletters.
- Tracked analytics for YouTube, Instagram, and Spotify.

Audio Archive Engineer (March 2017 – Jan. 2020)

- Managed and launched the company's YouTube Channel, the first ever for a major music publisher.
- Liaised for film scores between UMPG and major film studios such as Amazon, Paramount, and Warner Bros.

Photographer, LA, CA

Jan. 2014 – Present

Freelance

- Co-founded Cold Cut Studio, an in-house production studio for photography and video.
- Internationally published photographer skilled in content delivery, organization, and seasonal lookbooks.

Conor Lynch Foundation, LA, CA

Oct. 2015 – Jan. 2017

Social Media Marketing Manager

- Managed all day-to-day social media tasks and executed media campaigns to promote anti-distracted driving initiatives.

Universal Music Group, Minneapolis, MN

May 2014 - May 2016

Content Creator at °1824

- Promoted over 120 album releases and tours through strategic digital/guerrilla marketing/media coordination.
- Designed and administered marketing plans to promote UMG artists.

EDUCATION

North Central University, Minneapolis, MN

2012 - 2016

Bachelor of Science in Business, Music Business

SKILLS Content Management Software, Community Management, Project Management, Music Management, D2C, Social Media Marketing, Adobe Premiere, Photoshop, Photography, Videography, Mailchimp, Sitecore, Social Media Campaigns, Asset Management, Microsoft Office, Digital Marketing Shopify, Google Analytics, Asana, Trello, Airtable, Web3, Token Gating