

KELLEY FOX

Brand Book





I've worn many hats in the entertainment world so far being an assistant directly to an artists, to working on the PR side of the business, to building brands and helping them find an identity, to music publishing and licensing and so much more. Though I know I have a heavy background in the creative side of marketing an artist from social to events to working directly with them on a platform to build a closer engagement and understand of their fan base, my true passion within music lies in music supervision, licensing, and publishing.

Under Fahlo, I received a heavy taste of the tech world by helping build an app directly for artists from the ground up on the original

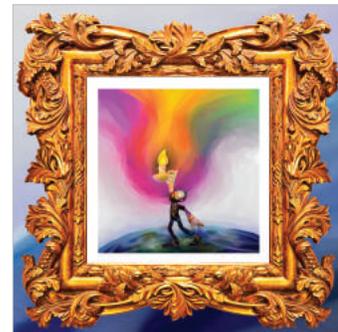
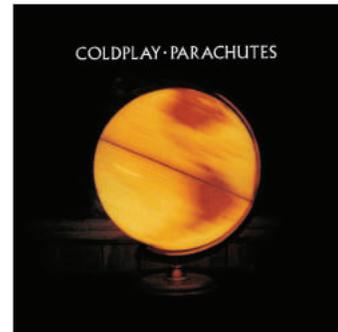
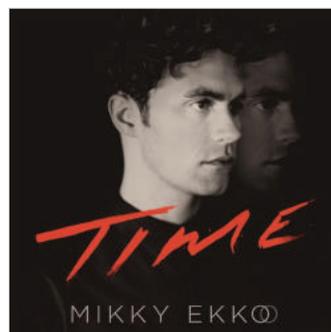
team of ten people. I've worked with artists from across all genres and labels such as Pop, Rock, EDM, Indie and Hip-Hop, and have built great relationships alongside management companies such as Scooter Braun Projects and Modest Management, as well as the nine artists who's accounts that I ran on the platform. From planning events to photoshoots, to flying fans across the country to meet their favorite artists, being an account manager and marketing assistant on the Fahlo team let me experience almost every aspect of what it takes to make both a company successful, and the products and customers of your product successful as well.

Music Licensing & Publishing Experience

Under Lyric House Publishing as the Sync Licensing Assistant, I provided a heavy load of Admin work including Master sheets for organization of contacts, roster, and website. I also assisted in the construction of the website including metadata for all artists. I helped A&R new acts to the roster and negotiated contracts for artists such as Mark Diamond and The Foxies. I helped with the publicity of Zayde Wolf pitching to music blogs and websites. I assisted on creative briefs from music supervisors that including pitching songs to networks such as MTV, Vh1, and various advertising spots. I helped organize writing sessions for the artists on the roster as well as set up meetings with potential roster clients.

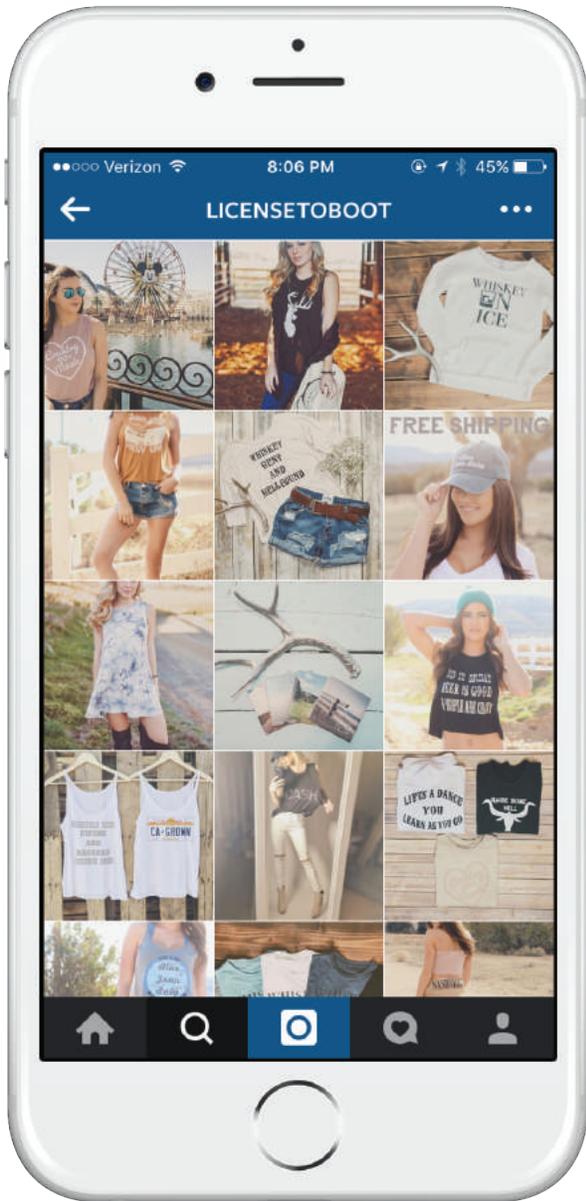
Under Vh1 as the Music Integration + Talent Intern, I worked on placing songs from the Viacom library into shows such as Couples Therapy and Black Ink. I negotiated contracts for The Technicolors and Producer, Rich Lee into the Viacom database under a Non-Exclusive Blanket License. I helped with the administration side by filling out cue sheets for various shows such as Hit The Floor, Couples Therapy, Black Ink and more. Under the Head of Talent I handled a heavy load of administrative work from directly helping organize talent for the Vh1 "Divas" show and red carpet.

Favorite Albums

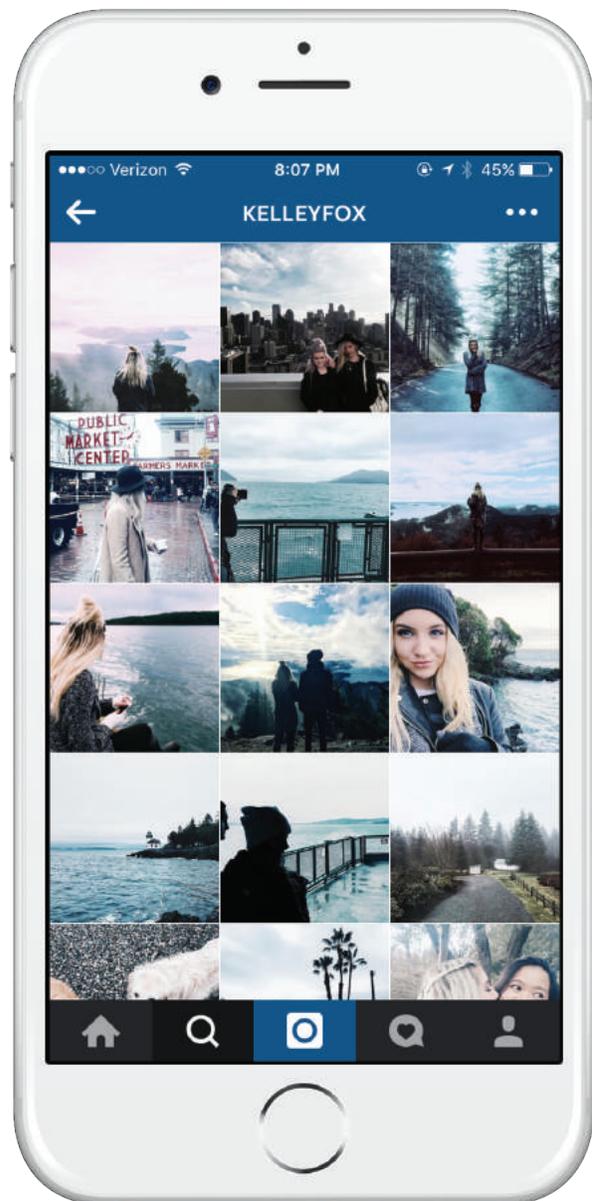


Instagram Brand Positioning

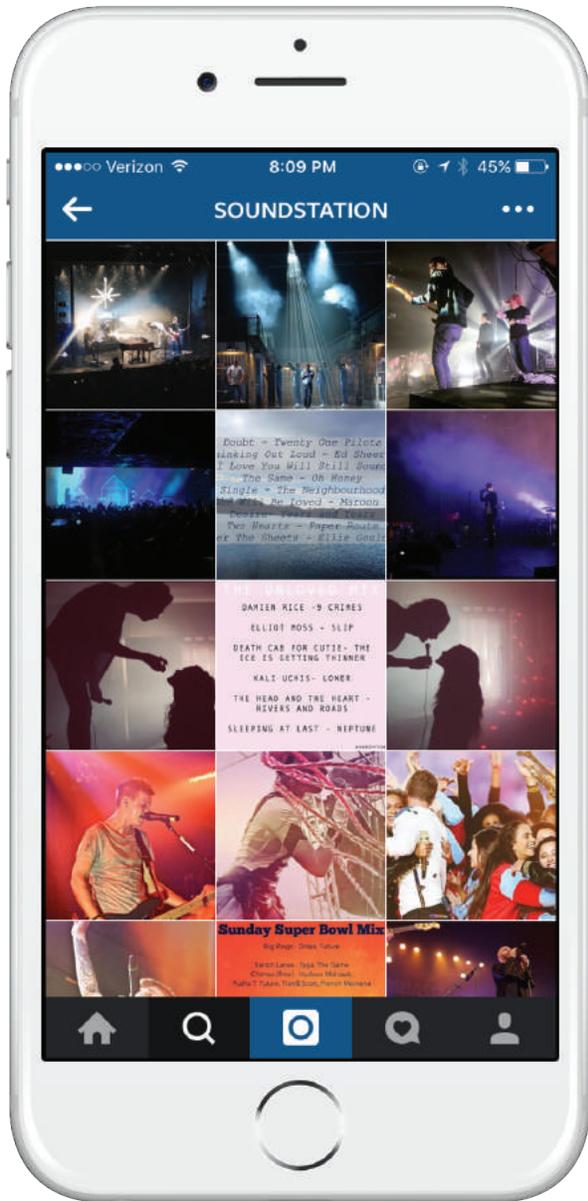
I have worked Freelance on Social Media for the past half year, helping brands and companies find both their vision and voice for where they want to see their social media presence grow. Here are a few examples of my work so far.



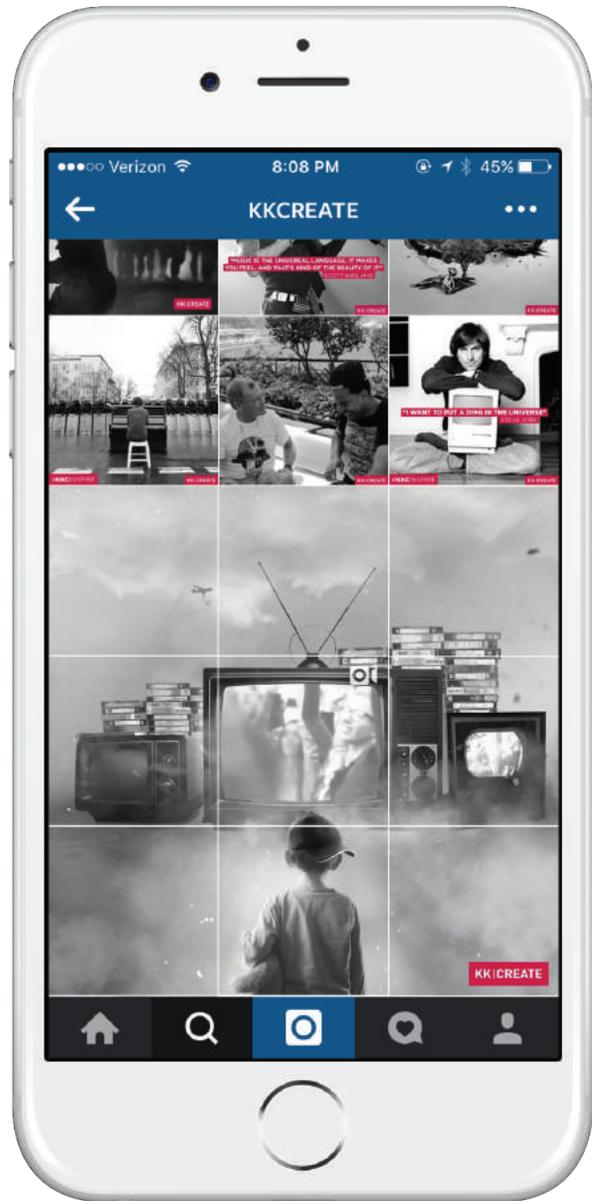
@licensetoboot



@kelleyfox



@soundstation



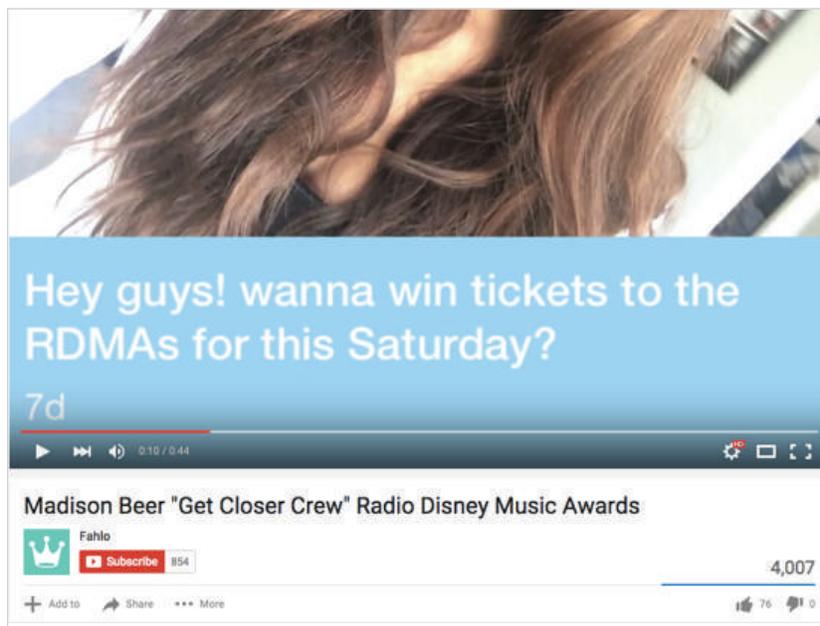
@kkcreate

Events +Productions

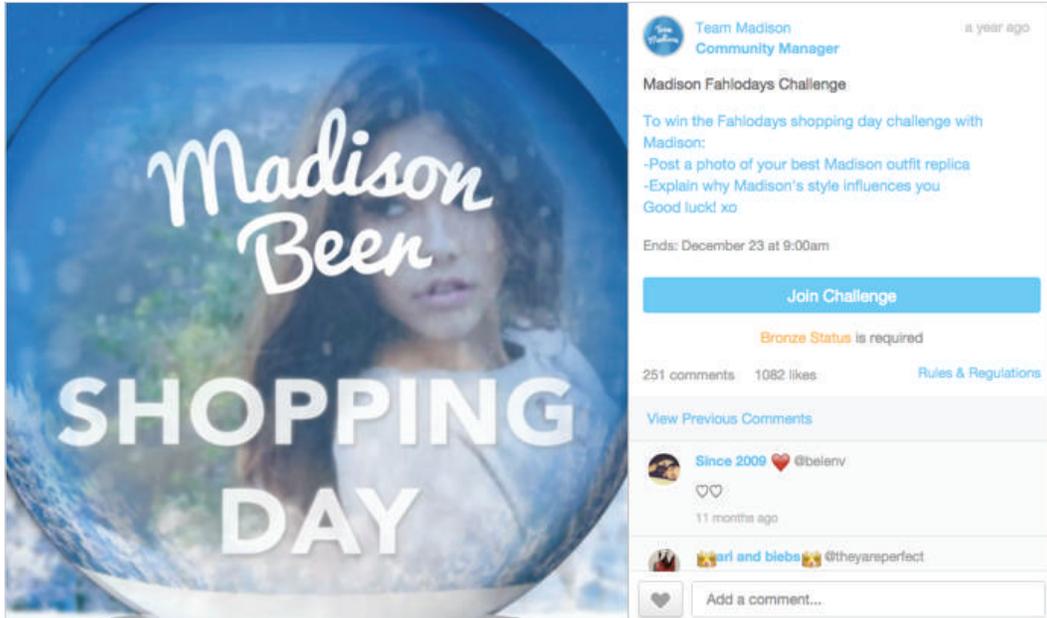
Alli Simpson: Worked side by side with Macy's team for Alli's Meet and Greet and directed a contest for a fan to be personally styled by Alli. Dealt with both the legal of the contest as well as filming rights within the store. WATCH the event here.



Madison Beer: As the head of the "Get Closer Crew" I organized a contest for a fan to win tickets to the Radio Disney Music Awards. Personally oversaw the fan the day of the show. The contest put Madison as the top account on the platform.



Madison Fahlodays challenge: Planned our event for a fan to go shopping inside Brandy Melville. Dealt with both legal and the store owner to make sure that filming was taken care of and the store was secured for the event. The contest gained over 250% more Daily Active Users to the platform and garnered well over 300 entries within a 24 hour time period. WATCH the video of the event.



Danielle Bradbery: With over 100 unique entries in less than a week time period, I organized to fly a fan out to Nashville to visit with Danielle and go behind the scenes of her photoshoot. Booked travel and hotel for the fan as well as directed the fan at the shoot for Danielle's team.

