

NAHOM TADESSE

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Digital media and marketing professional with 3+ years of experience driving audience engagement and content strategy across the music, entertainment, and sports industries. Proven track record building digital campaigns, growing audiences, and executing live event production from concept to delivery.

SKILLS/CERTIFICATIONS

Technical: Digital Marketing Strategy, Social Media Management, Audience Analytics, Campaign Performance Tracking, Google Analytics, Meta Business Suite, Microsoft Excel, Microsoft PowerPoint, Content Strategy

Languages: French (Intermediate), Amharic (Intermediate)

Creative: Video Editing (Adobe Premiere Pro, CapCut), Graphic Design (Canva, Photoshop, Lightroom), Audio Production, Digital Storytelling

Non-technical: Marketing, Creative Strategy, Leadership, Teamwork, Communication, Customer Service, Organization, Audience Engagement

Certifications: Google Analytics, Meta Social Media Marketing, YouTube Music, HubSpot Social Media

WORK EXPERIENCE

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| OceanFive Records <i>Remote</i> | A&R Intern | February 2026-May 2026 |
| <ul style="list-style-type: none">Conduct market and audience research to identify emerging artists aligned with industry trends and audience demand.Support artist branding and rollout strategies across digital and social platforms.Analyze engagement trends and competitive positioning within the music and entertainment landscape. | | |
| Encore <i>St. Louis, MO</i> | Event Technician | July 2026-Present |
| <ul style="list-style-type: none">Provide on-site technical support for live events, setting up, operating, and troubleshooting audiovisual equipment including microphones, speakers, displays, and projectors.Collaborate with event teams, clients, and venue staff to identify technical requirements and resolve issues quickly in fast-paced, live environments. | | |
| St. Louis CITY SC (MLS) <i>St. Louis, MO</i> | Street Team | August 2023-Present |
| <ul style="list-style-type: none">Support digital and in-person marketing campaigns to increase fan engagement and strengthen brand visibility.Assist with promotional activations and branded events, contributing to social media content and fan experience initiatives. | | |
| Musician <i>St. Louis, MO</i> | Vocalist/Recording Engineer | May 2020-Present |
| <ul style="list-style-type: none">Developed and executed social media and digital marketing campaigns for independent music releases, creating short-form content and promotional strategies to drive audience engagement and artist growth.Produced and promoted original music generating 10,000+ cumulative streams, managing release rollouts across social platforms and coordinating creative content from concept through publication. | | |
| UMSL Recreation Center <i>St. Louis, MO</i> | Marketing Assistant | August 2023-May 2025 |
| <ul style="list-style-type: none">Developed and published 50+ digital content pieces across Instagram and TikTok, increasing student engagement by 30%.Used analytics tools and performance insights to optimize campaign performance and improve audience reach.Assisted with planning and execution of promotional campaigns and student engagement initiatives. | | |

EDUCATION

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| University of Missouri-Saint Louis- Bachelor of Sciences and Business Administration | August 2023-May 2025 |
| <i>Major:</i> Business Administration-Marketing | |
| <i>Minor:</i> Digital Communications | |

LEADERSHIP EXPERIENCE/VOLUNTEERING

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| GRAMMYU 2025-26 Mentorship Program- Mentee | September 2025-Present |
| <ul style="list-style-type: none">Selected as a 2025–26 GRAMMY U mentee, collaborating with music industry professionals to build skills in music marketing and artist development. | |
| Softhands Radio- Marketing Manager | March 2025-August 2025 |
| <ul style="list-style-type: none">Coordinating social media promotion and music curation for a cultural radio platform, aligning content with audience interests and brand identity. | |
| UMSL African Student Association- President | August 2024-May 2025 |
| <ul style="list-style-type: none">Led executive board operations and campus-wide initiatives including cultural programs and collaborations to showcase African heritage and perspectives. | |