

# ORCHEE SORKER

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## PROFILE & SKILLS

Motivated, well-rounded MBA candidate eager to learn about the connection between business and creativity; Passionate about marketing, advertising, social media, and content creation for music industry.

**Proficient In:** Adobe Creative Suite, Google Suite, Microsoft Office 360, Mac & PC Systems, MailChimp, Canva

**Focus in:** Photography, Videography, Social Media, and Desktop Publishing

## EDUCATION

**AUG 2023 - AUG 2024 • Belmont University** - Accelerated Master of Business Administration, emphasis in Music Business

**AUG 2020 - MAY 2023 • University of Memphis** - Bachelor of Science in Biology with University Honors and Emerging Leaders Scholar

## RELEVANT EXPERIENCES

**Belmont University: Mike Curb College of Entertainment & Music Business - Nashville, TN** **AUG 2023 - PRESENT**

### **Graduate Assistant - Marketing**

- Collaborate with director to develop marketing campaigns to promote the Music Business program
- Direct and produce promos to highlight Belmont's 50th Music Business Anniversary for website & socials

**Triple 8 Management - Nashville, Tennessee** **JAN 2023 - AUG 2023**

### **Design Intern**

- Designed graphics for tour admats, one sheets, banners, and LED screens by following brand guidelines for artists

**University of Memphis: Rudi E Scheidt School of Music - Memphis, TN** **AUG 2022 - MAY 2023**

### **Videographer & Marketing Assistant**

- Filmed & edited promos/highlight videos for events, new building ribbon-cutting, interviews, and tours
- Collaborated with marketing director to develop marketing campaigns to bring in more sponsorships/partnerships
- Published content for LED screens, social media, university website

**Mezz Entertainment - New York City, NY** **NOV 2021 - JAN 2022**

### **Digital Marketing Intern**

- Charted posting schedules and assisted with live streams for artists
- Reviewed analytics and developed strategies to increase follower growth & engagement
- Designed monthly newsletters & collaborated on marketing campaigns for shows & new releases

**Hazze Media (Dallas, TX)** **AUG 2020 - PRESENT**

### **Director of Press, Photographer, & Journalist**

- Organize & direct over 10 cover stories (shoots & interviews) for well-known artists/influencers for Hazze Magazine, bringing in about 10,000+ monthly website visitors
- Build relationships between publicists & the team by maintaining communication & setting up artist coverages
- Photographing, interviewing and writing reviews for artists and covered festivals (e.g. Bonnaroo, Music Midtown, Hangout)

## ADDITIONAL EXPERIENCES

**Belmont University: Student Engagement Office: BelmontToday - Nashville, TN** **AUG 2023 - PRESENT**

*Series Director & Videographer for Weekly Videos Highlighting Students*

**University of Memphis: Indian Student Association - Memphis, TN** **MAY 2022 - MAY 2023**

*Social Media/Program Manager & Executive Board Member*

**Jackson Christian School - Jackson, TN** **AUG 2020 - AUG 2022**

*Multimedia Content Consultant*

**ORCHEES Photo & Film** **MAR 2018 - PRESENT**

*Founder, Owner, & Multimedia Visual Artist*

## SELECTED PROJECTS & RECOGNITIONS

**Drew Holcomb & The Neighbors - Fall 2023 Tour**

*Tour Photographer & Videographer (SEP 2023)*

**International Food & Arts Festival - Jackson, TN**

*Selected by city officials to produce highlight video (2021-2023)*

**Hangout Music Festival - Gulf Shores, AL**

*Top 10 Photographers (MAY 2022)*