

Nancy Liu

(626) 998-1380 • New York, New York • nancyliu27@gmail.com • [Portfolio](#)

EDUCATION

New York University

M.A. Music Business

- Expected Graduation: May 2026

University of California, Santa Barbara

B.A. Sociology (Multimedia Communication, Applied Psychology)

- Honors & Awards: Dean's List 2020-21, 2021-22, 2022-23, 2023-24.
- Graduation: June 2024

SKILLS

Technical

- MS Office (Excel, Word, Teams, Outlook)
- Google Suite (Sheets, Slides)
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign)
- HTML/CSS
- Salesforce
- Wix
- Typeform

Languages

- Mandarin (Native Fluency)
- Korean (Intermediate Fluency)

LIVE EVENTS

Los Angeles

- Boss & Nouel (Alex Theater)
- Jimmy Brown (1720)
- brb. (1720)
- K-PLAY! FEST 2023 (Anaheim Convention Center)
- Shaun (1720)
- Gemini (1720)
- Los Angeles Korean Festival 2022 (Seoul International Park)

Santa Barbara (Santa Barbara Bowl)

- Tedeschi Trucks Band
- Father John Misty + The Head And The Heart
- Rebelution
- Santa Barbara Mariachi Festival
- Trevor Noah
- Brett Young
- Brad Paisley

EXPERIENCE

KOHAI

Los Angeles | May. 2024 - Present

VIP Assistant

- Checks in all VIP benefit holders via email and adequate credentials to ensure all merchandise benefits are assembled and distributed efficiently.
- Sets up and tears down merchandise booth and table and tracks inventory to maintain available items for various tour stops.
- Addresses onsite attendees' questions in detail with precision and provides swift solutions.

HALSUG

Remote | Feb. 2024 - Present

Talent Relations Lead

- Supervises artist and B2B collaboration projects such as Rising 1's t and Artist Top Picks playlist curation.
- Streamlines collaboration projects by serving as the primary liaison with the Social Media and Graphic design teams, ensuring precision in project timeline and asset delivery.
- Develops talent proposals and outreach templates for communication regarding events, bookings, and other project inquiries.

Unbound Entertainment

Los Angeles, CA | Sept. 2023 - Feb. 2024

Touring Intern

- Liaised directly with media outlets, promoters, venue staff, and artist traveling agencies about traveling logistics, press coverage, hospitality, ticket sales, and other details for all tours.
- Conducted engagement and audience research and analysis for potential future tours for 40+ emerging artists across South Korea and the US.
- Communicated with venue staff onsite regarding logistic and hospitality needs, overseeing shows ranging from 200 to 1,000 attendees.

Music Forward

Beverly Hills, CA | Sept. 2023 - Dec. 2023

Artist Development Intern

- Supported booking process of 60+ artists, facilitated soundcheck sessions and monitored Twitch livestream for all 7 sessions of Season 11 Open Mic Fridays programming.
- Maintained a database of 100+ accounts in Salesforce for Open Mic programming, ensuring 10+ profile fields were up to date.
- Conducted research on campus radio stations and scouted emerging artists nationwide for outreach to increase diversity in existing artist roster.

UCSB Department of Recreation

Santa Barbara, CA | Apr. 2023 - Sept. 2023

Events Student Manager - Scheduling & Administration

- Represented the Department of Recreation to all participants, staff, and internal/external (visiting) groups through excellent familiarity with all events and scheduling policies and processes.
- Facilitated meetings with event coordinators to review event management and discuss event details, campus approval process, risk management protocols, and estimated expenses for all on-campus events held in Recreation facilities.
- Generated invoices for events/rentals, and collected and tracked payments for academic and summer rentals.

1520 Vision

Los Angeles, CA | Feb. 2023 - Aug. 2023

Events Intern

- Coordinated and moderated 10+ public webinars for the mentorship and externship programs, educating aspiring music industry professionals and artists.
- Represented 1520 Vision in communication with potential speakers, effectively delivering the organization's mission.