

# Tayah Fox

Chicago, IL | tayahfox131@gmail.com | (313)-333-1298

## EDUCATION

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### Columbia College Chicago

Chicago, IL

*Bachelor of fine arts in Music Business | Minor in Social Media and Digital Strategies | GPA: 3.7*

*Graduation: May 2024*

## WORK EXPERIENCE

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### Freelance Writer

Chicago, IL

*KpopWise.com, TheHoneyPOP*

*September 2022-Present*

- Inform the K-Pop community about news, music, and events.
- Write reviews about new music, concerts, and current events
- Listen to and analyze new releases by K-Pop artists.
- Attend concerts and events to report about.

### Virtual Street Team Marketer

Chicago, IL

*Studio PAV*

*April 2022-June 2022*

- Marketed and advertised for a Kpop group called DKB for their first US tour.
- Accomplished selling out concert tickets by utilizing a marketing plan resulting in a 50% increase in ticket sales.
- Utilized hashtags on social media platforms to increase engagements by 30% which increased awareness about ticket sales.
- Create graphics to gain traction with the target audience, helping the street team gain new audience members.

## AWARDS & HONORS

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- National Honor Society: 2018-2019
- Columbia Scholar Award: 2020-Present
- Dean's Scholarship: 2020-Present
- Dean's List: 2020-Present

## SKILLS

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- HTML & CSS
- Twitter
- Instagram
- Tiktok
- Canva
- Microsoft Office ( Excel, Powerpoint, and Word)
- Google Docs, Sheets, and Slides
- Adobe After Effects
- Music Publishing
- Music Marketing
- Creative Writing
- Digital Marketing
- Music Journalism
- SEO