

INSIDER TIPS & TRICKS:

MUSICIAN MARKETING

Jillian Marie Kelleher

CEO/Founder, Connector Entertainment Group

@ConnectorEnt // @JMKMusic

Ed James

President of PR, Anthemic Agency (Flood Magazine)

@FloodMagazine // @edwjames

Jeremy Holley

Partner, FlyteVu

@FlyteVu // @jmholley

Garrison Snell

CEO/Founder, Gyrosity Projects

@GyrosityProjects // @garrisonsnell

Robert Sanchez

Head of Music Marketing, YETI Coolers

@YetiCoolers // rsanchez512

“ A VALUABLE LESSON I’VE LEARNED FROM MAKING MUSIC IS TO NEVER LET ANYONE INTIMIDATE ME. EVERY STUDENT, CELEBRITY, CEO, AND MATH TEACHER IN THE WORLD HAS EXPERIENCED LOVE, LONELINESS, FEAR & EMBARRASSMENT AT SOME POINT. TO UNDERSTAND THIS IS TO LEVEL AN OFTEN VERY LOPSIDED PLAYING FIELD.”

Anna Nalick

(singer/songwriter)

Jillian Marie Kelleher

CEO/Founder, Connector Entertainment Group

@ConnectorEnt // @JMKMusic

Ed James

President of PR, Anthemic Agency (Flood Magazine)

@FloodMagazine // @edwjames

Jeremy Holley

Partner, FlyteVu

@FlyteVu // @jmholley

Garrison Snell

CEO/Founder, Gyrosity Projects

@GyrosityProjects // @garrisonsnell

Robert Sanchez

Head of Music Marketing, YETI Coolers

@YetiCoolers // rsanchez512