

MERCY SOTIRE

PROFILE

Currently looking to become an integral member of a team within the music industry.

I am a highly motivated, creative and entrepreneurial individual with a proven passion for music, marketing, technology and working within a team.

Experienced in the various industries such as retail, banking and music.

I am always exceeding expectations and maintaining a high standard of excellence.

CONTACT

38 Pitfield Crescent,
London,
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07535691767
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SKILLS & INTERESTS

Administration
Social Media Strategy
Project Management
Tour Management
Live Sound Engineering
Lighting Technology
Production (Logic Pro X and Ableton)
Microsoft Office
Content Creation
Songwriting
DJing



EXPERIENCE

TOUR TECHNICIAN TRAINEE

Native Management | August 2020 - October 2020

- Received training in activities such as: backline, playback, FOH, programming in software such as Ableton, lighting and audio technology
- Experienced programming a GrandMA console and used the console to light Mura Masa's set. Additionally, assisted on FOH
- Currently using skills learnt from the course to organise and film live music videos for artists and indie labels

SOCIAL MEDIA AND ADMIN ASSISTANT

Polarface Records | September 2019 - July 2020

- Worked with artists and their managers to create bespoke and innovative social media campaigns for future releases on platforms such as Facebook, Instagram, TikTok and YouTube
- Connected artists with online publications during their press-runs and secured features for the label throughout the year
- Partnered with venues such as the Folklore to launch Polarface Sessions, curated each line-up and handled the social media promotion

ARTIST MANAGER AND TOUR MANAGER

Mercy's Cartel (Artist) | October 2017 - Present

- Secured support slots for artists such as Kojey Radical, Tom Grennan, Tirzah, Yazmin Lacey, [K S R] and Etta Bond
- Booked summer 2019 festivals such as Glastonbury (Pussy Parlure), Dot to Dot, We Out Here and Kendal Calling
- Received funding from MOBO Awards and Help Musicians fund to organise UK Tour in 4 cities (Bristol, Manchester, London and Birmingham)
- Perform daily administration tasks to secure opportunities such as funding. Recently became a recipient of PRS's Open Creators Fund 2019

CONTENT CONTRIBUTOR (MUSIC JOURNALIST)

Tap The Feed (Bristol) | May 2019 - Present

[Click Here](#) to see content

SOCIAL MEDIA AND ADMIN ASSISTANT

Your Therapy Support LTD | November 2015 - December 2016

- Researched mental health trends and helped developed the website and social media content for start-up business
- General administration assistant in charge of handling internal and external communications
- Liaised with various clients on behalf of the company

INTERN, RISK MANAGEMENT (SCHOLARSHIP & INTERNSHIP)

Lloyds Banking Group (London) | September 2015 - August 2017

- 1 of 8 Bristol students hand picked out of 4000 applicants from lower income families
- 6 months internship within the Risk Management department
- Developed innovative, user-friendly methods of conducting risk management investigations
- Summarised qualitative and quantitative data from risk investigations on reports



EDUCATION

SONGWRITING (BA) | 2017 - 2020

BIMM Bristol | 2:1

PSYCHOLOGY (BSc) | 2015 - 2017

University of Bristol | 2:1 (Extenuating Circumstances)

A-LEVELS | 2012 - 2014

Westcliff High School for Boys | English Lit (A*), Biology (A), Chemistry (B)

GCSEs | 2010 - 2012

St Mary's School for Girls | 2A*s, 7As