

HELENA SCOTLAND

• Music Industry Professional •

ABOUT ME

One of 10 black women chosen out of 550 applicants to take part in the 3T Tour Tech Training course organised by Nao, Mura Masa and Native Management. Searching for a role as a touring tech where I can utilise my knowledge of tour management, playback, RF, video, lighting, audio or backline.

EDUCATION

2014 - 2018 • Loughborough University
BEng Sports Technology

2017 • University of California, Los Angeles
Managing Enterprise in Media,
Entertainment, and Sports - Summer
Institute Program

EXPERIENCE

- Sept - Present** **4ZA, London**
Management & A&R Assistant (part-time)
- Roster diary management.
 - PRS & PPL registrations and general admin.
 - Identifying new talent and organising sessions for producers on roster.
- Aug - Present** **Major Tom's Records, London**
Label Assistant (part-time)
- Account management and brand liaison.
 - Managing song uploads to DSPs and playlist pitching.
 - Social media, press and radio ideas and implementation.
- Aug - Oct 2020** **Childhood PR, London**
PR Assistant (part-time, 3-month contract)
- Writing press releases, pitches and reaching out to editors/ journalists.
 - General admin and organisation of databases.
 - Identifying fitting publications and journalists specifically for clients.
- Jan - Sep 2020** **Abbey Road Studios, London**
Sales Assistant
- Demonstrate real passion for the Studios, communicating in-depth knowledge of the Studios' past, present and future and how this relates to the retail range.
 - Deliver strong customer service to enhance the visitor experience and encourage linked sales.
- Nov 2016 - Present** **Indigo @ The O2, London**
Events Assistant and Bar Staff
- Assisting with organisation of events at renowned music venue and serve VIP lounge.
 - Cashing up tills accurately at the end of each event.

Full UK Driver's license held for 6 years.

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MUSIC INDUSTRY COURSES

Aug -

3T Tour Tech Training, London

Oct 2020

Organised by Nao, Mura Masa & Native Management

- Practical and theoretical training on a variety of touring tech roles.
- Trained and ready to be a playback, video, RF assistant, lighting, audio and backline tech.
- Trained and ready to be a tour management assistant on a large tour or tour manager on a small tour.

Oct -

The Roundhouse, London

Dec 2019

Ontrack 2019 Participant Sponsored by Universal Music (6-Week Project)

- Oversaw the delivery of the show (setlist, visuals, sound and lighting).
- Assisted in the design and creation of marketing assets for the show.
- DJ at the show and after party.

INTERESTS

Music Industry Talks and Panels

- WXMB 2 presents: Breaking the migrant glass ceiling in the music industry
- Social Fixt Presents: Women in Music.
- BBC 1Xtra Talks: Being Black, Brown and British
- Complete Music Update: The Record and Live Industry.
- Somerset House Music Industry Day
- DJ Drop In, The Roundhouse
- Radio Drop In, The Roundhouse

Football and Futsal

After music my second love is sport, I have played football at academy level from a young age, then I went on to play for the first team at Loughborough University and I currently play futsal. Last year my team and I reached the FA Cup semi-finals and came second in the National Futsal League final which we played at the England training ground - St George's Park.

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