

# Jolin Tsai

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<https://cherrigekko.com/>

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## EDUCATION

### Music Technology, New York University, New York

Bachelor of Music, January 2020 - May 2024

#### Relevant Course Work

Business Structure of the Music Industry, Concert Management, Intro to Marketing  
Analog / Digital Recording Technology, Analog / Digital Electronics and Product Design

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## PROFESSIONAL EXPERIENCE

**earthprogram music**, Brooklyn, NY

Jan 2024 - Present

### Creative Intern

- Produce content creation such as short form video and posts on Instagram and Tiktok for artist and business promotion.
- Pitch marketing drivers for earthprogram artists to Virgin Music Group.
- Reach out and connect with potential business partnerships with musicians on music platform Groover.
- Coordinate new music releases on Ingrooves and Disco.

**Studio G**, Brooklyn, NY

Jun 2022 - Sep 2022

### Engineering Assistant Intern

- Maintained studio equipment and environment for accessible use by staff and clients.
- Assisted setting up and breaking down recording sessions.
- Communicated and helped with the needs of clients.

**Being Music**, Taipei, TW

Jun 2020 - Dec 2020

### Marketing Intern & PR team Leader

- Coordinated weekly meeting of PR Team, strategizing upcoming events and reviewing past events.
- Founded and marketed an in-door, acoustic music festival "MINI FEST" with the lineup of 4 artists, and 50 - 60 attendees
- Created the themed series "Being Music Hostel," and introduced the first event of the series "Balkan In Your Area," a workshop that shared Balkan culture through the musical perspective
- Organized "Being Music Live House," supporting underground artists for free performing space, with 40 people per event
- Managed social media platforms (IG, Facebook, official website)

**Dr George Academy**, Taipei, TW

Sep 2019 - Nov 2019

### Teaching Assistant

- Video editor of Dr. George Academy's first video online course "Must Know About College Applications."
- Guided and helped revise college application essays and resumes for junior and senior high school students.
- Managed and established social media handles including Instagram and Google Business Site.

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## SKILLS

### Music Production

Logic Pro ■■■■  
Ableton ■■■■  
ProTools ■■

### Media Creation

Adobe Photoshop ■■■■  
CapCut ■■■■  
FinalCut Pro ■■■■  
Adobe Premiere ■■

### Coding & Electronics

C++ ■■■■  
Arduino ■■■■  
Kicad ■■  
HTML/CSS ■■

### Languages

- English
- Mandarin
- Conversational Japanese

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## OTHER EXPERIENCE

### Electronic Live Music Performance at NYU Dolan Music Recording Studio, NYC

Video Team Producer, Music Performer (Nov 2023)

### Mtech Invasion, NYU Student-Run Festival, NYC

Volunteer, Administrative Assistants (Nov 2023)

### Summer Stage, Taiwanese Wave, NYC

Receptionist at door (Aug 2023)

### Artist Collective Concert, Gold Sounds Bar, NYC

Concert Coordinator (Nov 2021)