

BRAYDEN TITUS

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EDUCATION

New York University | New York, NY

Bachelor of Science (B.S.) in Music Business

Expected May 2028

Minors in Business of Entertainment, Media, and Technology & Producing

PROFESSIONAL EXPERIENCE

Warner Music Group | New York, NY

Global Catalog & Creative Services Intern @ Warner Chappell Music

September 2025-present

- Collaborated with the Global Catalog team to market and repurpose recent and classic assets across Warner Chappell's roster
- Represented a diverse catalog spanning generations of work from Cab Calloway to David Bowie and Madonna to Dua Lipa
- Assisted in creating new assets and strategies through sampling, playlisting, and IP development across multiple departments
- Conducted research on legacy songwriter repertoires, mined playlists, and promoted catalog content across media channels
- Developed playlisting and radio strategies and coordinated global submissions to support international marketing efforts
- Re-energized catalogs for sync, A&R, and branding, and managed classic assets and tracks gaining renewed traction

NYU Stern Berkley Center for Entrepreneurship | New York, NY

Marketing Assistant

January 2025-present

- Executed media initiatives for 27 NYC ventures competing for \$225K+ in seed funding for the annual Entrepreneurs Challenge
- Led weekly newsletter campaigns to 10K+ recipients, curating content and tracking engagement metrics to optimize outreach
- Assisted in executing social media campaigns across multiple platforms to increase outreach and audience engagement
- Tracked social media analytics to inform marketing strategies and streamline logistics, ensuring effective event preparation

Freelance

Social Media Administrator & Content Creator Assistant

May 2020-present

- Administered multiple accounts (incl. @PopBase), boosting engagement to 15M+ monthly, gaining 100K followers in 9 weeks
- Managed promotional campaigns and partnerships in collaboration with pop culture new sites to direct marketing initiatives
- Received recognition from Taylor Swift to Lady Gaga, utilizing Photoshop in creating graphics to elevate social media presence
- Engaged thousands of fans by creating meaningful social media strategies to uplift artists online presence to new audiences
- Recorded content and volunteered at events across the globe from Primavera Sound and Sziget Festival to local shows

Bonafide & Emerging Artists | New York, NY

Talent Agent Intern

January 2025-June 2025

- Provided administrative support to agents including data entry, managing calendars, scheduling meetings, and booking clients
- Reported 1099 filings, contract reviews, checked tracking, and performance reporting for 250+ clients to optimize bookings
- Directed social media, website, and marketing initiatives to prompt the development and outreach of artists and agency
- Employed brand strategy techniques to successfully market talent and enhance talent visibility, brand presence, and relations

EXTRACURRICULAR EXPERIENCE

Stern & Tisch Entertainment Business Association | New York, NY

Marketing & Summit Marketing Coordinator

September 2024-present

- Directed marketing initiatives, promotion, and media content for annual summit in collaboration with NBCUniversal
- Engaged 350+ members and initiated promotional strategies to increase student participation across all NYU schools
- Led marketing strategy, club promotion, and graphic design to grow membership outreach and increase club engagement

The Recording Academy | New York, NY

GrammyU Member, Mentee

September 2024-present

- Enhanced industry knowledge by networking with music professionals and pursuing music-related opportunities and interests
- Discussed relevant industry topics and trends, learning about the music industry through The Recording Academy's resources

SKILLS AND INTERESTS

- Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Affinity Designer 2, Marketing Strategy, Digital Curation, Graphic Design, Studio Art, Microsoft Office Suite, Google Workspace, Capcut, Canva, Social Media

Interests: Music (Electronic, Alt, Pop), Festivals, Ice Hockey (LA Kings), Film (Arthouse), Vinyl & Postcard Collecting