

REHAN MANICKAM

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A&R / CREATIVE ADMINISTRATION EXPERIENCE

Love Renaissance (LVRN) / Interscope Records

A&R Coordinator and Lead Engineer

Los Angeles, CA / Atlanta, GA

August 2021 – September 2022

- Served as creative and administrative assistant to Justice Baiden (Co-Founder and Head of A&R) and Amal Noor (Senior Director of A&R)
- Worked with management, A&R, A&R Operations, Release Planning, Marketing, Finance, and outside vendors to ensure delivery of assets (demos, masters, edits, credits, lyrics, agreements) and processing of invoices and forms in a timely and accurate manner
- Hosted and launched LVRN Radio, a SiriusXM radio show hosted by Pandora that had segments dedicated to talent showcases as well as music related public forums featuring executive guests and artists to address A&R, Marketing, Touring, Mental Health and more
- Managed recording studio and LVRN Radio / Podcast operations from booking travel, studios, recording, mixing and mastering engineers
- Worked as a mixing and mastering engineer for LVRN / Interscope artists such as Summer Walker, DVSN, North Ave Jax, Alex Vaughn, Eli Derby
- Select Recording Engineering Credits: "No Love (Extended)" – Summer Walker ft. Cardi B & SZA, "Difference Is" – Lil Durk ft. Summer Walker
- Select A&R Coordinator Credits: "Mirage" by Alex Vaughn, "LaZy, but I have goals" by North Ave Jax, "More Than Friends" by Eli Derby
- Select Post-Production Engineering Credits: "Still Over It" by Summer Walker, "Still Over It Tour" by LVRN, "Come Thru" by Summer Walker (BET), "Body" by Summer Walker (Jimmy Fallon)

A&R / Business Affairs Intern

March 2020 – December 2020; June 2021- August 2021

- Hired by and reported to Co-Founders Justice Baiden (Head of A&R) and Tunde Balogun (President) to serve as A&R scout & remote engineer for researching and pitching artists, songwriters and producers for label, marketing, and publishing deals with LVRN

United Masters

A&R / Artist Operations Intern

New York, NY

October 2020 – February 2021

- Crafted weekly A&R reports and reviewed music submissions for distribution and brand partnerships with the NBA, Apple Music, and Cash App

MARKETING, TALENT RELATIONS, AND EVENT PRODUCTION EXPERIENCE

Berklee College of Music

Global Strategy and Innovation, Marketing Assistant

Boston, MA

September 2020 – May 2021

- Served as the administrative POC for the SVP who develops campaigns across Berklee's campuses - Boston, NYC, LA, Abu Dhabi, and Valencia
- Founded, spearheaded, and facilitated Berklee's footprint in Abu Dhabi with the launch of the performing arts center in the Middle East
- Crafted marketing strategy across socials, advertising, brand marketing and programming to launch new partnerships such Berklee India Exchange, BerkleeICE and Open Music Initiative

Career Strategy and Services, Project Manager + Music Industry Liaison

May 2019 – August 2021

- Co-founded Berklee's first ever Talent Relations department to foster opportunities between Berklee and the music industry
- Served as peer advisor for Berklee songwriting, production, and performance majors about opportunities on and off campus
- Served as the project manager for Berklee College of Music's CareerJam2021 Songwriting and Production Panel with Will Wells

88rising

College Marketing Representative, Intern

New York, NY

February 2019

- Created and contributed to social media campaigns, content marketing, strategic social media development, brand representation and sales

RECORDED MUSIC, ENGINEERING AND TECHNICAL EXPERIENCE

Berklee College of Music

B.M. in Music Production and Engineering & Music Business Management, Summa Cum

Boston, MA

Fall 2017 – May 2021

- Studio Experience: 800+ Studio Hours logged with Avid S5/S6, API Legacy Plus, SSL Duality, Neve 88RS Large format Consoles
- Technical Skills: DAWs (ProTools, Logic, Ableton, Garageband, Reason, FLStudio), Digital Marketing, Microsoft / Google / Adobe
- Musical Skills: Contemporary / Classical Pianist, Live Sound, Vocal Production, Audio for Postproduction, Mixing and Mastering

Harvard Law School

Recorded Music, Copyright & Intellectual Property Law, President & Harvard Apprentice

Boston, MA

January 2019 – January 2021

- Led Harvard & Berklee law students as they provided pro bono legal assistance on contracts, negotiations, copyright, and transactional work