

# Tom Shelton

He / Him

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## EDUCATION

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**University of Cambridge, Queens' College** | Cambridge, UK Sept. 2025 – June 2026  
*MPhil in Music*

**Predicted Final Grade:** First Class Honours

**Relevant Coursework:** Global Musical Tastes in The Age of Big Data, Musicology and its Debates, Global Voices.

**Dissertation Title:** Defining Success in Precarious Music Careers: Musical Identity, Value, and Meaning-Making

**University of London, SOAS** | London, UK Sept. 2022-May. 2025  
*BA Social Anthropology and Music*

**Final Grade:** 2.1

**Relevant Coursework:** Theory in Anthropology, World Social Theory, Pop & Politics in East Asia, AI and Music, Mind Culture & Psychiatry, Writing Across The Arts, Decolonising Popular Music, Sound Recording.

**University of West London, London College of Music** | London, UK December 2019  
*UWLQ Level 4 Diploma in Music Teaching*  
**Final Grade:** Distinction

**The King's School** | Grantham, UK Sept. 2007-June 2014  
*A Levels:* Mathematics (A), English Literature (B), Music (B), Further Mathematics (C).

## WORK EXPERIENCE

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**Founder and Manager - Music Education Business** | London, UK Nov. 2015-Present  
*Tom Shelton Guitar Tuition*

- Founded and scaled a £150,000+ revenue business, managing operations, finance, scheduling, and client acquisition
- Developed and executed digital marketing campaigns (Google Business, website, social media), driving consistent growth
- Managed end-to-end client lifecycle, including onboarding, scheduling, retention, and communications
- Built and maintained structured tracking systems, reporting processes, and performance monitoring for 150+ clients
- Analysed customer engagement data to refine marketing strategies and improve retention
- Coordinated scheduling/logistics for 2500+ sessions, demonstrating strong organisation and time management skills
- Built a 5.0-star rated brand, maintaining high trust and client satisfaction

**Master's Researcher - Music, Audiences, Digital Culture** | Cambridge, UK Sept. 2025-June 2026  
*University of Cambridge, Faculty of Music*

- Conducting research on music consumption, fan behaviour, and digital audience engagement across platforms (TikTok, YouTube, Instagram)
- Analysing how artists build and sustain audiences, applying insights to music industry contexts
- Performing qualitative and quantitative data analysis, including use of R and social media analytics tools
- Conducting interviews with artists and fan communities, synthesising findings into structured outputs
- Managing research workflows, timelines, and documentation, ensuring accuracy and organisation

**Research Assistant** | London, UK / Mpumalanga, South Africa May-Oct. 2023  
*Agri-System Brokers*

- Conducted data analysis and research synthesis, producing structured reports and insights
- Coordinated with international stakeholders, ensuring clear communication and project alignment
- Managed project workflows, timelines, and documentation, maintaining organisation and accuracy
- Synthesised qualitative and quantitative data into actionable outputs and recommendations

**Session Musician - Live & Recording/Production** | London, UK May 2015-Oct. 2016  
*Sony Music UK*

- Recorded at Abbey Road Studios and BBC Maida Vale Studios, working within professional label environments and collaborating with producers, engineers, and artists
- Gained insight into end-to-end music production workflows, from recording through to final delivery
- Developed understanding of industry standards for recording, mixing, and release preparation
- Gained extensive insight into live music event production from the artists' perspective, working under pressure to deliver performances to a consistently high standard

**Music Tour Manager & Live Operations Coordinator** | UK

Jan. 2017-March 2020

***Independent Touring Projects***

- Managed tour planning and logistics, including travel, accommodation, scheduling, and venue coordination
- Acted as liaison between artists, promoters, venues, and technical teams, ensuring smooth communication and delivery
- Oversaw budget tracking and cost control for touring activities, ensuring projects remained within budget
- Coordinated equipment transport, technical requirements, and live performance operations
- Resolved operational challenges in fast-paced, high-pressure environments, maintaining reliability and professionalism

**Artist Liaison & Events Coordinator** | London, UK

Feb. 2019-March 2020

***High Vis Productions***

- Acted as liaison between artists, vendors, and event teams at large-scale live events
- Coordinated event logistics, scheduling, and on-site operations
- Supported live production environments, ensuring smooth execution under tight deadlines
- Maintained communication across multiple teams and stakeholders

**Television Set Crew & Marshall** | London, UK

March-Sep. 2016

***Hoxton Film Services***

- Worked on BBC and ITV productions supporting logistics and communications on set and location
- Gained experience of structured production environments, scheduling, and teamwork

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**VOLUNTARY WORK EXPERIENCE**

**Community Mental Health Volunteer** | London, UK

August 2024-July 2025

***Mind Mental Health Charity***

- Worked as a Peer Navigator volunteer for Mind's Wellbeing Network making calls to clients, providing self-help resources, signposting and support with service referrals.
- Worked in a sensitive, high-communication environment requiring discretion, empathy, and reliability

**Social Media & Content Creator** | UK and Romania

Feb.-June 2023

***Freedom Angels Animal Rescue***

- Managed TikTok / Instagram content strategy, producing short-form video content to increase reach and engagement
- Engaged with audiences and handled public enquiries and communications
- Analysed performance metrics to optimise content strategy and audience growth
- Supported campaign storytelling and digital outreach initiatives

**Music Research & Editorial Contributor** | Nottingham, UK

April-July 2015

***Alternative Press***

- Produced written content analysing emerging artists, music trends, and audience reception
- Identified up-and-coming talent and genre movements within contemporary music scenes
- Attended live events and contributed to music journalism and industry commentary

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**PAPERS & RESEARCH EXPERIENCE**

- Mythology and Mental Health in London's contemporary music scene. (*Undergraduate dissertation*)
- The Voice of Celia Cruz, Nostalgia, and the Cuban Exile Experience
- Bad Bunny's Music as a Locus for Discourses of Race and Ethnicity in the United States
- Global Musical Tastes in the Age of Big Data
- A critical analysis of the Buena Vista Social Club: Why the music industry should rewrite the story of the biggest selling Cuban album of all time. (*submitted for publishing, SOAS student journal*)
- What can we learn about gender through listening to popular music in East Asia?
- Why the Hammond Organ became the soundtrack to the Black Consciousness movement in S. Africa.

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**SKILLS & QUALIFICATIONS**

Membership with The International Association for the Study of Popular Music (IASPM), Diploma in Electric Guitar Teaching (DipLCM), DBS Enhanced Certificate, UK Driver's License, Spanish Language (A2), Content Creation (Audio & Video), Working with Children, Mental Health Support, Customer Service, Audio-Video and Podcast Editing, Social Media Management (Instagram, Facebook, TikTok, YouTube), Multi-Instrumentalist, Copywriting, Musicology, Website Design, SEO (basic), Google Workspace (Business, Docs, Sheets, Drive, Search), Microsoft (Word, Outlook, Excel, PowerPoint), Zoom, Skype, Trello, Slack, Apple Logic Pro, Final Cut Pro, Muse Score, Sibelius, Cubase, Pro Tools, Guitar Pro 8, Instrument and Sound Technician, Audio Recording Equipment, Procreate, R Studio (basic), Construction Skills (basic), Music Journalism, Music Production.