

## PERSONAL STATEMENT

A highly organised and proactive music industry professional with an extensive and varied background across music performance, education, research, and logistics. I am an adaptable and quick learner who has excellent communication skills and a passion for artist-first approaches. I am looking for a role in the music supervision, synchronisation, licensing, and publishing space because a) I believe that the perfect soundtrack can elevate any visual medium to the next level, and b) I want to be involved in the ecosystem where potentially career-making opportunities for exceptionally talented songwriters and performers are realised.

## EDUCATION

**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 Dec. 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

**Founder and Manager - Music Education Business** | London, UK Nov. 2015-Present  
*Tom Shelton Guitar Tuition* ([www.tomsheltonguitar.com](http://www.tomsheltonguitar.com))

- 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
- 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* ([www.mus.cam.ac.uk](http://www.mus.cam.ac.uk))

- 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

**Session Musician - Live & Recording/Production** | London, UK May 2015-Oct. 2016  
*Sony Music UK* ([www.sonymusic.co.uk](http://www.sonymusic.co.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

**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

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

Jan. 2017-Mar. 2020

**Independent Touring Projects**

- Managed tour planning and logistics, including travel, accommodation, scheduling, and venue coordination
- Acted as liaison between artists, promoters, venues, 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-Mar. 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

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

Mar.-Sept. 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

**VOLUNTARY WORK EXPERIENCE**

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

Aug. 2024-July 2025

**Mind Mental Health Charity** ([www.mindchwf.org.uk](http://www.mindchwf.org.uk))

- 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** ([www.fardogs.co.uk](http://www.fardogs.co.uk))

- 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**

Apr.-July 2015

**Alternative Press** ([www.altpress.com](http://www.altpress.com))

- 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

**SKILLS & QUALIFICATIONS**

- |                                                                                      |                                                                                |                                                                             |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| • Music Licensing (LinkedIn Learning)                                                | • Member: The International Association for the Study of Popular Music (IASPM) | • Customer Service and CRM                                                  |
| • DBS Enhanced Certificate                                                           | • Content Creation (Canva, CapCut, Final Cut Pro, Copywriting)                 | • Social Media Management (Instagram, Facebook, TikTok, YouTube, Hootsuite) |
| • Spanish Language (A2)                                                              | • UK Driver's License                                                          | • Google Workspace (Business, Analytics, Meet, Docs, Sheets, Drive)         |
| • Website Design (SquareSpace, Wix, SEO)                                             | • Diploma in Electric Guitar Teaching (DipLCM)                                 | • Microsoft 360 (Word, Outlook, Excel, PowerPoint)                          |
| • Music Production (Logic Pro, Pro Tools, MuseScore, Sibelius, Cubase, Guitar Pro 8) |                                                                                |                                                                             |