

# Christina Higa

(808) 341-6914 christinaayakohiga@gmail.com

## EXPERTISE

- Event Logistics & Production
- Media Planning & Strategy
- Fundraising Campaigns
- Brand Development

## EDUCATION

UNIVERSITY OF SOUTHERN  
CALIFORNIA '18

- Bachelor of Science

Thornton School of Music

Music Industry Major

- Annenberg School of  
Communication

Culture, Media & Entertainment Minor

## TECH SKILLS

- Logic Pro X
- Serum Xfer Records
- Sibelius I Avid
- Pro Tools I Avid
- Adobe Photoshop, Illustrator
- MS Office  
(Word, Excel, PowerPoint)

## LANGUAGES

● ● ● ● ● English

● ● ● ● ○ Japanese

● ● ● ○ ○ Spanish



@mochimoonchild



/christina-higa-3856229b/

<https://christinaayakohiga.wixsite.com/mysite>

HANDLE ONLY WITH LOVE  
Los Angeles, CA

- Work closely with the CEO to come up with unique and creative marketing campaigns
- Create content for social media platforms via Adobe Photoshop and Illustrator CC
- Create monthly newsletters and send to 3000+ subscribers
- Organize photoshoots
- Update Shopify website

THE PRODUCERS LAB  
Los Angeles, CA

- Analyze and account for ASCAP & BMI royalty spreadsheets
- Design company logo and promotional material using Illustrator CC
- Select music from catalog to license to network television (CBS, FX, ABC, WB, NBC, CW and more)
- Update music metadata for the catalog
- Arrange and format songs for TV licensing using Logic Pro X
- Update artist contracts for publishing deals

COLLISION MOVEMENT  
Tokyo, JP & New York, NY

- Facilitate the booking of the venues and artists from the US and Japan
- Market and promote a line-up that supports US-Japan relations using physical and digital means
- Manage negotiations with sponsors such as US-Japan Council, Kirin, Suntory, and Matchabar
- Curate art exhibitions for a multi-faceted creative experience

ROOM TO READ USC  
Los Angeles, CA

- Fundraised in partnership with local LA companies
- Acted as the point of contact between Room to Read USC and the greater Los Angeles Chapter

UNS  
Los Angeles, CA

- Booked USC and local Los Angeles DJs to produce event at warehouses
- Promoted and marketed events using Facebook and Instagram

GREENHAÜS at SPRINGFEST  
Los Angeles, CA

- Booked artists for experiential Dome stage at USC's annual Springfest
- Supervised stage and all communication for artists

FRDM FEST  
Long Beach, CA

- Curated images and captions for social media posts leading up to the festival
- Operated all on-site social media promotion on the day of the festival

NEW MOON FEST  
Los Angeles, CA

- Negotiated contracts with the venue, artists and vendors
- Managed social media platforms for event promotion

RCA Records  
New York, NY

- Processed invoices and created purchase orders through the Performing Right Society
- Created promotional "One Sheets" for artists in the Urban Department
- Presented innovative marketing strategies to promote concerts and album release for artist Jordan Bratton

## EXPERIENCE

Director of Digital Media and Branding  
May 2018 - Present (Part Time)

Director of Marketing and Promotions  
January 2018 - Present (Part Time)

Co-Founder  
December 2016 - Present

Co-Founder / Fundraising Director  
October 2014 - April 2018

Co-Founder / Event Producer  
April 2017 - May 2018

Artist Liaison  
April 2016

Social Media Manager  
May 2016 - July 2016

Event Producer  
January 2016 - April 2016

Marketing Intern  
June 2015 - August 2015