



How did you get start in the music industry? Who or What was your inspiration?

I've always loved live shows. Since I was a kid and my mom was taking us to free shows at Auditorium Shores. I was always interested in what the people behind the stage were doing. That lead me to reach out to Scoremore and Cornerstone/The Fader. Shout out Sascha, Claire, Ashton and Kevin for giving me a chance :). I worked my butt off day and night taking on any opportunity given to me until finally being asked to join Scoremore as their first full time employee

At the same time I was initially starting with those companies as a rep my son was born. He's my everyday inspiration.

As the Director of Marketing for Scoremore, you oversee tons. How do you go about staying organized and carrying out all the work associated with your position?

I'm lucky to work with a great marketing team. We all challenge each other to be our best everyday. We use a couple apps to stay on top of pressing things and talk constantly to make sure nothing falls through.

What is the greatest challenge you've face throughout your career?

I was once asked to get 2 bottles of liquor on a Sunday at 9pm. Got it done but it wasn't easy lol.

Figuring it out. A lot of time you are given a task with little to no direction because everyone is busy and it needs to be done. Having to take a step back and figure out how to complete the task the right way is something I deal with every day.

What are some marketing missteps people often make when producing an event?

Marketing is a funny thing. You need to be cool but not corny and at the same time a damn near scientist making sure every penny you spend is yielding some type of ROI. I would say feel your crowd out first and see what they respond to. Don't spend the whole budget up front.

Scoremore has good engagement across Facebook, Twitter, Instagram and Snapchat. What do you think are the three biggest keys to creating content that your audience wants to share and engage with?

We know who our fans are because we love the music just as much as they do. I can go to our shows and connect. They are our friends and family so we treat them like that in person and online.

1. Know your audience
2. Be genuine
3. Stay current

How do you combine your involvement in music and festivals with issues and causes that you're passionate about?

I come from South Austin. I went to Fulmore and Travis. Making sure that kids like my self who might not think there are many opportunities out there understand that hard works pays off is a big passion of mine. Being able to go in to a class room and connect with them because we like the same music is big, then to tell them look I'm doing this you can too. That is my favorite part of my job.

If there was one piece of wisdom that you could share with someone just starting out in his/her career, what would it be?

FIGURE IT OUT. When you're given a task take it on, figure out how to complete it and be the best at it. The ability to figure it out will take you far.

Who are some of your favorite local musicians or bands?

To stick with my hip hop theme Sertified, Chamothy the great & Kenny Gee are a couple of my favorites.

Anything else you would like to share with our readers?

Hard work pays off. Keep going after your goal and keep getting better.

If you see my mom tell her you read this. She will be lit.