

STEVE HENAO

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Career Objective

To join a music company where I can contribute as a Day-to-Day Manager—bringing strong industry relationships, marketing experience, and organizational skills to support artists and build sustainable careers.

EXPERIENCE

Freelance Day-to-Day Manager

Los Angeles, CA | Jul 2021 – Present

Support independent artists across all areas of career development and daily operations, including tour logistics, release planning, and marketing.

Key Contributions:

- Talent Scouting & Artist Development - Discover and develop artists, guiding branding, recording, and long-term strategy.
- Industry Relations - Build relationships with labels, sync agents, publishers, and media; secured placements in SPIN Magazine and 88.5 FM SoCal Sound.
- Project & Budget Management - Oversee music releases; manage contracts, licensing, and budgets to ensure smooth execution.
- Marketing & Fan Engagement - Create digital marketing campaigns and social media strategies to expand fanbases.
- Live Performance Strategy - Secure high-profile shows; assist with advancing and improving live performance quality.
- A&R & Production Oversight - Collaborate with producers, engineers, and studios to shape artist sound.
- Music Licensing & Supervision - Handle sync licensing, publishing metadata, and clearance requests.
- Cross-Team Coordination - Liaise with PR, digital, and marketing teams to ensure cohesive rollout and visibility.

Artists Supported: Tonight's Sunshine, Donkey Island Penitentiary

PREVIOUS EXPERIENCE

Ninetone Records – Remote

A&R & Artist Development Consultant | 2021 – 2023

- Scouted and developed global indie acts, aligning their sound and strategy for local market entry.
- Guided artists through contract review, bio development, and launch planning for new releases.

SKILLS & TOOLS

- Project & Admin: Booking platforms, tour advancing, contract review, team scheduling
- Marketing & CRM: Meta Ads, HubSpot CRM (Certified), audience segmentation, rollout strategy
- Industry Knowledge: Touring logistics, music publishing, sync licensing, press outreach
- Software: Google Workspace, Microsoft Office, Slack, Canva, Adobe Creative Suite, DISCO

EDUCATION & CERTIFICATIONS

UCLA Extension

A&R: Making Music from Acquisition to Release (2024)

Upcoming: Music Publishing Course – Winter 2025

HubSpot Academy

Certified in Content Marketing, Social Media Strategy, Inbound Marketing (2023–2027)