

STEVE HENAO

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Professional Summary

Music industry professional specializing in A&R, artist development and music discovery with 4+ years of experience scouting talent, coordinating recording sessions and managing release strategies for emerging and international acts. Skilled in contract review, publishing metadata, sync licensing and audience analytics (DISCO, Chart Metrics, Spotify for Artists). Proven ability to build relationships with artists, producers and executives to take projects from concepts to release. Currently pursuing UCLA Extension's A&R and Music Publishing course to strengthen label level expertise.

Experience

Freelance | Day to Day Manager & A&R Consultant

Los Angeles, CA | Jul 2021 – Present

Provide A&R, strategy and daily operations support to independent artists and teams, functioning as a bridge between creative talent and industry stakeholders.

- Scouted and developed talent, guiding sound, branding and release plans to align with audience trends and streaming metrics.
- Coordinated recording sessions with producers and engineers, managed studio schedules and maintained project budgets.
- Secured press coverage (SPIN Magazine), festival placements and industry partnerships to expand artist visibility.
- Oversaw contracts, publishing metadata and licensing requests for smooth release rollout.
- Designed and executed merchandise campaigns and fan engagement strategies using Shopify, Printful and Bandzoogle.
- Delivered actionable insights through Chart Metrics and Spotify for Artists to guide marketing and promotional spend.

Ninetone Records - Remote

A&R & Artist Development Consultant | 2021 – 2023

- Signed and launched international indie artists across European and global markets.

- Supported contract negotiations, artists branding and campaign strategy for multiple releases.
- Collaborated with label executives, producers and marketing teams to ensure smooth rollout of projects.

Skills

- **A&R & Discovery:** Chart Metrics, DISCO, Spotify for Artists, Mediabase (familiar).
- **Admin & Coordination:** Session booking, contract review, travel itineraries, scheduling, budget tracking.
- **Marketing & CRM:** HubSpot CRM, Meta Ads and audience segmentation.
- **Industry Knowledge:** Touring logistics, music publishing, sync licensing, press outreach.

Education & Certification

- **UCLA Extension** - A&R: Making Music from Acquisition to Release – Summer 2025
- **Upcoming:** Music Publishing Course – Summer 2026
- **HubSpot Academy** - Content Marketing, Social Media Strategy, Inbound Marketing (2023-2027)