

# Portfolio Project 2:

Developing Your Personal Brand Canvas

By: Trevor Jensma

# Arena

- Artist & Repertoire representative for Pop artists/musicians in the Los Angeles region



# Identity



- An aspiring musician transitioning into the business side of the music industry
- Music Business Major
- Extensive knowledge of music and the industry

# Skills

- Strong understanding of recording, production and creative side of business
- General knowledge of key industry players and familiarity with all music
- Ability to pinpoint problems and identify solutions
- Experience and working knowledge of music industry



[https://www.linkedin.com/jobs/search/?currentJobId=1108831897&keywords=warner music group](https://www.linkedin.com/jobs/search/?currentJobId=1108831897&keywords=warner%20music%20group)



# Profession

- very task oriented
- Able to produce high quality work within a deadline
- Up to date on current technical and industry knowledge
- Equipped with great leadership skills



# Credentials

- Music Business Major from Full Sail University
- Business Management Associates of Arts from Saddleback College
- Musicianship and leadership skills backed by letter of recommendation



<https://www.glassdoor.com/Job/jobs.htm?suggestCount=0&suggestChosen=false&clickSource=searchBtn&typedKeyword=Warner+Music+Group+&sc.keyword=Warner+Music+Group+&locT=&locId=&jobType=>

# Promise



- I promise to show responsibility, whether that is being on time, or completing a task by a specific deadline.
- I also plan to stay up to date with the current industry. With the music industry changing so rapidly, this is a necessity.

[https://www.huffingtonpost.com/reyne-haines/the-ever-changing-face-of-b\\_5698313.html](https://www.huffingtonpost.com/reyne-haines/the-ever-changing-face-of-b_5698313.html)



# Positioning

- I feel I can perform better than others in being able to think outside the box, proactively, strategically and analytically.
- I also am able to work as a team extremely well. I am able to bank off of others ideas, and incorporate my own as well.
- Having a background in music, and the knowledge of business make me the perfect candidate for the position.



# Audience

- Clients that need to know me are aspiring pop artists/musicians, and current ones. Employers that need to know me are the established record labels and music companies.
- These two groups of people can mostly be found in LA and the surrounding area where the music scene thrives.
- The Artists are interested in producing the best content that they have, and showing the right people. In an A&R positioning, I will be scouting talent to some extent, and will be able to help these artists get their music to the right people.
- The employer will be interested in the work I can produce.
- They ultimately will be interested into music both outside and inside of work, but mainly will focus on how to generate revenue from the produced music content and artist fame.

<https://www.indeed.com/q-Music-Record-Label-jobs.html?advn=6284662571171621&vjk=08dfcb9c841528ce>



# Networking and Marketing



- I will gain the attention of my future employers and clients by creating a strong brand identity.
- I will make all my social media professional and relatable to the field I am going into and the industry overall.
- I will also start a portfolio of the music projects, and artists that I am currently working with.
- Industry events such as concerts will be a great way for me to show my commitment, and help network with others there as well.

# Competitors

- Competitors in this industry will be other record labels, and other candidates looking to be an A&R representative.
- Competing labels in may include: Warner Music Group, Universal Music Group, Sony Music Entertainment, Island Records, and Paramount Records.
- Competitors for positions in this field can even include classmates of mine here at Full Sail University such as Noelle Fuimaono. She is a Music Business major and is looking into similar positions as myself.

<https://www.linkedin.com/in/noelle-fuimaono-4aaa9217a/>

# Professional Development

- The main skills that need to develop more in order to reach my goal are my tech skills. I need to learn how to work multiple programs to a great extent in order to be an all star candidate. Two main categories for this would be WordPress and Microsoft Excel.
- I currently am working with a business mentor right now. He has recently started a small independent label and is having me help run it. I will continue this until it is time to move on to bigger and greater opportunities.



<https://www.glassdoor.com/Job/jobs.htm?suggestCount=0&suggestChosen=false&clickSource=searchBtn&typedKeyword=music+industry&sc.keyword=music+industry&locT=&locId=&jobType=>

# Goals

- I would like to achieve a more professional image by developing my personal brand.
- I will grow my brand awareness online by cleaning up my social media and making it more relevant to the music industry and post content regularly on all platforms that connect with the scene.
- I will also focus on networking with others on platforms such as LinkedIn to help grow a following, and create connections in different places. Specifically I would like to increase my connections by 30%
- I would like this all to be accomplished by January 2020.

# References

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- <https://www.linkedin.com/in/noelle-fuimaono-4aaa9217a/>