

# MALENA MARCASE

## INDUSTRY EXPERIENCE

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### CONTACT

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Nashville, TN

### EDUCATION

Belmont University  
Nashville, TN (Aug. 2018)  
B.B.A. Music Business  
B.M. Commercial Voice  
GPA: 3.8; Dean's List

### SOCIALS

facebook.com/music.malena  
youtube.com/user/TheMalenarose

#### UNIVERSAL MUSIC GROUP NASHVILLE

*Marketing & Artist Development Intern. (Sept. - Dec. 2017)*

- Individually created a cohesive marketing plan for a newly signed artist
- Contributed creative marketing ideas for various contests, events, and projects.
- Researched and organized various projects via Excel for the benefit of the Marketing team

#### GOOD TIME INC. // TRIPLE 8 MANAGEMENT

*Management Intern, (May - Aug. 2017)*

- Created visual and interactive content for social media
- Fulfilled and shipped online merch, media, & vinyl orders
- Assisted clients (artists) in completing projects

#### SSM NASHVILLE

*Booking Intern, (May - Aug. 2016)*

- Researched booking in specific cities
- Recorded & organized findings via Excel
- Contacted festivals / venues via email & phone

#### BBOOTH

*PR & Auditions Marketing Coordinator Intern (Sept. 2015)*

- Assisted registration process for American Idol's Season XV Auditions
- Talent management

## PERFORMANCE EXPERIENCE

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### Belmont University, Nashville, TN .

26th Annual Commercial Showcase	(2018)
Featured Artist	
Company Ensemble	(2016-2018)
Small singing & dancing commercial ensemble member	
2018 Company Spring Break Tour	
Christmas at Belmont	(2014-2017)
2017 PBS filming with Sheryl Crowe at the Schermerhorn	
25th Annual Putnam County Spelling Bee .	(2014)
Belmont University Student Theatre (BUST)	
Marcy Park	

### Professional Theatre, Kansas City, MO

Chitty Chitty Bang Bang - Coterie Theatre	(2014)
Ensemble	Jeff Church
The Wiz - Coterie Theatre	(2013)
Ensemble	Jeff Church
A Spectacular Christmas - Musical Theater Heritage .	(2010-2012)
Features Soloist	Sarah Crawford
The Music Man - Musical Theater Heritage	(2012)
Ensemble	Sarah Crawford
Xanadu - Starlight Theatre	(2011)
Ensemble	Denton Yockey
Cinderella - Starlight Theatre	(2011)
Enesmble	Denton Yockey
The Who's Tommy - Metropolitan Ensemble Theatre	(2011)
Sally Simpson	Karen Paisley
1776 - Musical Theater Heritage	(2010)
The Courier	Sarah Crawford
Madeline's Christmas - Theater for Young America .	(2009)
Anne	Gene Mackey
The Music Man - Starlight Theatre	(2008)
Children's Chorus	

## PERFORMANCE EXPERIENCE CONT.

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### National Anthem Performances

Kansas City Royals	(2006 - present)
American League Championship Series Game	(2015)
NBA Basketball - Miami Heat vs. Oklahoma Thunder	(2010)
Kansas City American Royal	
Kansas City Mavericks	
Kansas City T-Bones	
Kansas City Explorers	
World Team Tennis League	
Kansas City Command	
NAIA Men's Basketball	

### EPIC Entertainment, Kansas City, MO

Guest performer & Entertainment for Corporate Events	
UMKC Dental Fundraiser	(2015)
"Human Heart" - Coterie Theatre Fundraiser	(2015)
Boys & Girls Club of Greater Kansas City Fundraiser .	(2014)
Guest Speaker: Al Pacino	
"The Rent Party" - Community Linc. Fundraiser	(2013)

### MOKAN Opry Country Jamboree Venues

Big Creek Country Opry	(2009 - present)
Middle Creek Country Opry	(2009 - 2015)
Annie's Country Jubilee	(2011-2012)

## TRAINING

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Voice - 16 years study

    Lena Andrews

    Leslie Garbis

    Kate Paradise

Piano - 10 years study

Dance - 7 years study

    Jazz

    Tap

    Ballet

## RECORDING EXPERIENCE

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### TV/Video

Washburn University Admissions spokesman	Jones Huyett Partners
Missouri Lottery Extra	GITCHIGUMI Films
Science City Battle of the Brains Student Rep. - "Ella"	Burns & McDonnell- Back Alley Films
Westar Energy Video Teen Rep	Intake Studio
Brown Mackie College Extra	Albuquerque TV
Vaccination Commercial - "PJ Get's Wise" "Simone"	Media Farm Casting

### Voice-Over

Hallmark Cards	
"Christina" Sound Bands	(2014)
Christmas Ornament - "Silent Night"	(2014)
Christmas Ornament - "Happy Christmas"	(2013)

### Music

"I Am // Praying" - (Mashup Cover) Co-Produced	(2017)
"Gone" - (Original - Demo) Self-Produced	(2017)
"Fades Away" - (Original - Demo) Co-Produced	(2017)
"Lucky" - (Original - Demo) Self-Produced	(2016)
"We Don't Talk Anymore" (Cover) . Self-Produced	(2016)
"Coffee" (Original) . Production: Scott Harter	(2015)
"Why You" (Original) Production: Andy Oxman	(2014)

## SPECIAL SKILLS

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- Proficient with social media sites: Facebook, Twitter, Instagram
- Expert in Microsoft Office: Word, PowerPoint, Excel; Mac & PC
- Experience in creative marketing
- Extensive musical and theatrical performance experience
- Experience in professional singing, acting and modeling
- Proficient in GarageBand & Logic Pro

## INVOLVEMENT

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- 2018 Commercial Showcase Featured Artist
- Beta Gamma Sigma - (International Business Honor Society)
- Belmont University's Ensemble - Company
- Belmont Showcase Series
- Belmont University Student Theatre (BUST)
- CMA Edu
- Grammy Edu

## RELEVANT COURSEWORK

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- Jazz Styles
- Pop Styles
- Commercial Conducting
- Music Theory I-IV
- Aural Skills I-IV
- Survey of Music Business
- Copyright Law
- Artist Management
- Music Publishing
- Recording Technology
- Principles of Marketing
- Contract Law

## COMMUNITY SERVICE

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- Stand Up Blue Springs (2010-2014)  
Fundraiser for dental care for underprivileged children  
Volunteer performer
- Volunteer musical entertainment for nursing homes . (2008-2013)
- Lakeside Nature Center (2010-2011)  
Volunteer actor / children's nature educator