

# MATT BROOKS

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Freelance Project Manager & Event Producer, based in Berlin since 2021. Prior to this move, I spent six years in leadership at Sofar Sounds, Fast Company's #2 "World's Most Innovative Company in Music." In the roles listed below, I have built upon those skills of scaling a startup to contribute to a wide range of organizations in and outside of Germany. This has included building out robust task management systems, owning cross-functional work streams and utilizing strong people skills from the recruitment stages through to onboarding and ongoing team management. Prior clients not listed below include Most Wanted: Music Conference (by the Berlin Music Commission), Orania.Berlin, Berlin Science Week, Brown University's Center for Slavery & Justice, Sonixphere & more.

While I have learned much in freelancing, my ultimate goal in Germany is full-time employment, and I hope to be able to explore this with you.

## WORK EXPERIENCE

### ROLI

Freelance Copywriter, Editorial

August 2023 - Present

- Serving multiple blog verticals for ROLI, musical instrument brand leading the charge in MIDI Polyphonic Expression (MPE)
- Providing 3,000-5,000 words per month for the release of technical, educational, and music theory-related content

### OUTER SOUND, UG

Co-Founder, Head of Operations

March 2023 - Present

- Small business hosting curated concerts and partnered events in unconventional spaces throughout Berlin
- Responsible for on-site production as well as growth strategy, team management and company finances

### SKIP THE SMALL TALK

Head of Operations

May 2021 - Present

- Company helps people get closer, faster by curating events grounded in psychology research throughout the U.S./Europe
- Following an initial event scaling consultancy, I have owned the growth strategy beyond founding city (Boston) for the organization. This involves establishing new team roles, building out a robust training program, executing hiring runs and constantly iterating upon the ways the events are run, and the people involved are equipped to run them
- Executed hiring of over 30 independent contractors, expanding to >20 new markets and increasing gross revenue by 500%

### PODFEST BERLIN

Freelance Project Manager

March 2022 - October 2023

- Served as co-leader alongside founder for this multi-day, annual festival uplifting podcasters, listeners, and partner brands.
- Was responsible for on-site event production, business best practices, and volunteer management

### SPLICE

Freelance Project Manager (long-term contract)

October 2022 - November 2023

Freelance Consultant, Operations (trial contract)

September 2021 - October 2022

- Splice is the music industry's highest quality, royalty-free sample library, also delivering weekly educational video content
- Often the only freelancer in meetings, I served as a key project manager for the marketing department, striving to improve workflows, develop resources, and provide human resources support for all involved in the creative production process

### SOFAR SOUNDS

New York, NY

February 2015 - February 2021

Regional Director of Operations - New York City

2018 - 2021

- Executed Eastern North American expansion campaign for London-based music company
- Served as hiring & training manager for 15 new employees across 12 core markets
- Scaled this new team to host over 1,000 events at avg. gross revenue of \$260,000/mo.
- Leader of company subcommittee focusing on artist diversity and equity
- Developed company's operational strategies in response to COVID-19; executing over 250 live streams, panel discussions, and private digital events in three fiscal quarters

Event Operations Manager - Boston

2018

- Increased contributions to higher-level departmental initiatives, such as the development of the organization's first employee handbook, substance policies, & hiring practices.
- Promotion received following >100 events and city named North American headquarters

Event Operations Manager - Chicago

2016 - 2018

- Increased monthly frequency of live music events 30X, totaling >400 in new market
- Integral leader in Give A Home, a series which raised \$180k for Amnesty International

## EDUCATION

Butler University - Indianapolis, IN

Bachelor of Arts, 2016 cum laude

Strategic Communication

Recording Industry Studies

Minor: Spanish (B2 Level)

## CREATIVE

- Native English, B1 German, B1 Spanish, learning Italian
- Founder of [FLORETS](#): A Magazine for Young Poetics
- Host, [Read Wedding](#) open mic
- [Podcast Producer](#) & trained Audio Engineer (FOH + Studio)
- Contributor to [Splice Blog](#)