

# MICHELLE AURORA

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Dear Spotify Hiring Team,

I am excited to apply for the product manager opportunity where I can focus on artist experience and storytelling. As a vocalist, songwriter, and scriptwriter, these qualities of the job specifically fall under my areas of expertise. I have developed my product management skills in my role as a product tester for Top Dog Entertainment with the development of their Go For Show touring app. Thanks to my education in music business at Berklee College of Music and my LinkedIn product management certification, I have a deep understanding of relevant music rights and licensing, as well as the ability to create comprehensive marketing plans for products.

As a film production coordinator in Barcelona, I led and coordinated teams of 30 people for several short films, keeping teams aligned and collaborating effectively through logistics and organizational techniques. On a film set, it is typical for schedule changes to happen. One of my main tasks was adjusting to and navigating changing priorities. Additionally, as a freelance audio engineer and emerging artist, my experience with digital content strategies sits at the intersection of artist workflows and cross-functional execution. I have worked directly with artists, producers, designers, editors, and production teams to coordinate and execute project releases, manage content pipelines, and support audience growth initiatives across platforms such as Spotify, YouTube, Instagram, Squarespace, and Eventbrite. I have worked with tools such as Spotify for Artists, Instagram Insights, and distributors such as Symphonic to upload music to DSPs, as well as Google Workspace and Microsoft Suite.

Developing and implementing marketing and release plans has been a highlight of my career thus far. Particularly, on global live concert campaigns that resulted in sold-out events, music releases for new artists, and short-form content campaigns that drove Instagram followers up by 30% in just one month.

As part of developing creators' branding and fan engagement initiatives, I have coordinated and produced over 50 high-quality digital creative assets, including music videos, visualizers, teaser campaigns, and promotional media, which can be found on my linked website. Additionally, I implemented a payment system to enable venues to book the artist. Strengthening my ability to analyze audience behavior, adapt strategies, and improve coordination across fast-moving projects.

I stay up to date with new Spotify products and tools by reading the Spotify Newsroom articles. I am increasingly interested in how the platform can create more personalized and emotionally immersive experiences for users. Giving audiences even more intuitive ways to discover content through mood, context, aesthetics, storytelling, and highly specific niche interests. That is what excites me most about the initiatives of Song DNA, About the Song, Countdown Pages, and New Music Submissions that Spotify has implemented. These innovative products reflect the kind of creator-focused innovation I care deeply about. As both a creator and a product manager, I understand how meaningful these tools can be in helping artists build stronger communities around their work.

Beyond music, I have a strong interest in how visual storytelling shapes the emotional relationship between audiences and creators across digital platforms. As an artist and an audience member, I have seen how visual digital products, such as Spotify visualizers and podcast clips, can create long-term audience connections. This is why I am drawn to the opportunity to manage the innovative products Spotify is implementing for podcasts, audiobooks, and Spotify Live shows. I would love to implement new ways in which we can emphasize how these products can make the audience feel even more connected to artists and the platform itself.

I'm eager to bring my creative perspective, execution-focused mindset, and passion for music and technology to Spotify's product team.

Thank you for your time and consideration.

Michelle Aurora Garcia Rivas

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## **EDUCATION**

### **BERKLEE COLLEGE OF MUSIC — BOSTON, MA**

Bachelor's Degree in Music Business | Expected in September 2026

- Emphasis in Music Management and Marketing
- Specializations in Latin & Mediterranean Music, Arranging, and Production
- Awarded as Berklee's Emerging Artist | 2026

### **LINKEDIN LEARNING — PRODUCT MANAGEMENT CERTIFICATION | 2025**

## **EXPERIENCE**

### **PRODUCT TESTER — TOP DOG ENTERTAINMENT, 2025**

– Reviewed and analyzed user experience workflows for Top Dog Entertainment's touring management platform, Go For Show, and collaborated with the Berklee product management team to recommend product and usability improvements.

### **RECORDING ENGINEER, FREELANCE — US, SPAIN & VENEZUELA | 2023–PRESENT**

- Managed recording sessions and coordinated production workflows for vocals, rhythm sections, and instrumental recordings.
- Recorded drums for Rocco & Frankie's single "Yourself Again," currently exceeding 142k Spotify streams.
- Balanced technical production execution with creative collaboration and operational efficiency.

### **DIGITAL MEDIA & CONTENT STRATEGIST, FREELANCE — BOSTON & MIAMI | 2022–PRESENT**

- Increased Michelle Aurora's Instagram audience growth by 30% within one month through targeted short-form video campaigns and audience engagement strategies.
- Developed artist branding, release campaigns, and digital content strategies across Spotify, Instagram, YouTube, and Squarespace.
- Utilized Instagram Insights and Spotify for Artists analytics to optimize audience engagement and improve content performance for Michelle Aurora's debut single "Soy Yo," which reached 8,000 Spotify streams within its first month.
- Built and managed artist e-commerce website infrastructure using Squarespace.

### **ARTIST OPERATIONS, FREELANCE — US & SPAIN | 2022–PRESENT**

- Led planning and execution of live music experiences across Miami, Boston, and Valencia, Spain, supporting performances for audiences of 100–350 attendees.
- Developed and executed marketing campaigns across Spotify, YouTube, Instagram, SquareSpace, and Eventbrite that led to sold-out shows.
- Collaborated with venues, musicians, production staff, and creative teams to ensure seamless event execution.
- Directed band operations, arrangements, rehearsals, and increased artist visibility.

### **VIDEO EDITOR & DIGITAL CONTENT PRODUCER, FREELANCE — BOSTON & MIAMI | 2022–PRESENT**

- Edited short-form content, music videos, visualizers, and promotional assets using DaVinci Resolve and CapCut for music releases and social media campaigns.
- Produced visual content supporting release rollouts, including Michelle Aurora's "Soy Yo" music campaign.
- Edited content for Son Buenas Noticias, a media platform with 98k Instagram followers.

### **RECORDING ARTIST, FREELANCE — US, SPAIN & VENEZUELA | 2020–PRESENT**

- Collaborated with producers, engineers, musicians, and labels to deliver music projects across multiple international markets.
- Participated in recording, release coordination, artist branding, and content production workflows.
- Worked alongside producers and artists, including Javier Limón, Gerry Weil, JC Torrealba, and Alejandro Campos, through labels including The Orchard and Casa Limón.

### **FILM PRODUCTION COORDINATOR, FREELANCE — BARCELONA, SPAIN | 2023**

- Coordinated logistics, scheduling, and communication across two film production teams of approximately 30 people each for the short films "Isla Margarita" and "Arenillas."
- Supported cross-functional collaboration to maintain production timelines in fast-paced creative environments.

## **SKILLS**

Cross-Functional Collaboration, Project Coordination & Execution, Audience Engagement & Content Strategy, Music Industry & Creator Ecosystem Knowledge, Digital Media Production, Marketing Strategy & Campaign Planning, Workflow Coordination & Operational Support, Google Workspace & Microsoft Office Suite, Notion, Excel Automations & Productivity Systems, DaVinci Resolve, CapCut, Canva, Square, Prezi, Pro Tools, Logic Pro, GarageBand, Fluent in English and Spanish.