

LINDSAY PLESENT

Los Angeles, CA

LINKEDIN

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EXPERIENCE

Ground Control Touring

Tour Marketing Manager
Los Angeles, CA
Jan 2024 - Present

- Drives ticket sales with creative marketing initiatives, including community partnerships, custom video content, and high-return festival ads
- Oversees ad strategy for top artists, maximizing ROAS across 3000+ shows annually
- Manages and mentors Marketing Coordinator and Marketing Assistant

Tour Marketing Coordinator
Los Angeles, CA
Jan 2022 - Jan 2024

- Built GCT's first in-house marketing department from the ground up
- Aligned marketing strategy across artists, agents, managers, labels, promoters, and radio partners
- Rebranded company Instagram, growing followers from 6k to 21k over four years

AdHoc Presents

Marketing Coordinator
Brooklyn, NY
May 2019 - Mar 2020

- Marketed 400+ shows annually via ads, street team, and company zine
- Managed social media, produced weekly newsletters, and supervised 18 interns across three semesters
- Settled shows, processed payouts, and coordinated event production

Events Intern
Brooklyn, NY
Aug 2018 - Dec 2018

- Designed branded marketing assets, wrote social copy, and produced weekly email campaigns for upcoming concerts
- Led street teaming efforts across Brooklyn, driving show awareness
- Coordinated event logistics and fulfilled show production needs

EDUCATION

Albright College
Reading, PA
2013-2016

Bachelor of Arts in Music Industry Studies
Honors: Summa Cum Laude (GPA 3.84)
Clubs: Lion Enterprises Music Organization, WXAC Radio Station

PROFESSIONAL SKILLS

Marketing	Tour marketing, digital ads, content creation, A/B testing, email campaigns
Social Media	Social media strategy, growth, community engagement, copywriting
Creative	Admat design, video creation, campaign development
Leadership	Department management, mentorship, cross-team collaboration, recruitment
Analytics	Audience targeting, Meta Insights, performance tracking, ROI analysis
Project Management	Event production, budget management, show settlement
Partnerships	Brand deals, media coordination, radio promotion, merchandising