

MAALIQ JOSEPH

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Dynamic music industry professional with 8+ years of experience across management, artist development, and music partnerships. Proven track record of discovering talent, executing high-impact campaigns, and managing the full lifecycle of artist projects. Background includes roles at companies like Snapchat, Warner Records, and CAA, alongside independent artist management and creative consulting for various artists, athletes, and labels. Skilled in using data insights, creative strategy, and digital tools to maximize artist visibility, audience growth, and music distribution success.

AREA OF EXPERTISE

Artist Development	Team Management	Cross-Functional Collaboration	Content Strategy
Project Management	Talent Relations	Budget Management	Leadership

KEY ACHIEVEMENTS

- **Finding & Expanding Developing Talent.** Discovered and signed NEFFEX to CAA, putting them on their first tour — a pivotal launch that helped drive their rise to a sold-out world tour and almost 5 million monthly Spotify listeners.
- **Identify Hit Records Early And Amplify.** Led and coordinated the creative behind the viral “Billie Eilish” mashup (featuring “Calabria” by Enur) for Armani White, which helped spike the track from 1M to 2M daily streams and sparked 500K+ IG Reels creates.

PROFESSIONAL EXPERIENCE

Founder, MARAH

May 2020 - Present

- Manage artists and athlete careers with a focus on digital strategy, creative direction, and marketing execution.
- Connect clients with collaborators (producers, writers, sync teams, etc.) while serving as the day-to-day point of contact.
- Coordinate studio sessions and work closely with artists to refine their sound through creative collaboration.
- Coordinate creative teams (graphic designers, videographers, editors) to produce compelling promotional assets (cover art, podcasts, music videos).
- Create and manage ad campaigns on Instagram, Spotify, and YouTube to increase visibility, audience engagement, and platform growth.

Music Artist Partnerships, Snap, Inc.

May 2022 - Dec 2022

- Use data analyzation to scout emerging artists; led all outreach and onboarding, increase artist participation on Snapchat.
- Used platform analytics and audience insights to inform content strategy and campaign planning for artist releases, resulting in measurable increases in engagement and visibility.
- Executed full-funnel campaign rollouts around singles and album releases—overseeing content strategy, platform integration, and creative messaging.
- Collaborated cross-functionally with marketing, product, and creator teams to align campaign execution.

Artist Development, Warner Music Group

Aug 2019 - April 2022

- Developed and managed marketing and promo strategies for 30+ artists, overseeing tour schedules, studio sessions, and award appearances.
- Streamlined artist rollout process by serving as the central liaison between label teams, creatives, and artist management.
- Directed budget planning and resource allocation for tours, recordings, and activations, ensuring cost efficiency and measurable ROI.
- Executed over 500 monthly promotional requests across roster, coordinating across internal departments and management teams to ensure accuracy and timely delivery.

Music Touring, Creative Artist Agency

Nov 2016 - Aug 2019

- Scouted/signed emerging talent, identified rising artists and developed relationships that led to new client representation.
- Negotiated and closed touring, festival, and private event deals; handled redlines and ensured timely payments.
- Fostered long-term relationships with artists, managers, tour managers, and execs, enhancing deal flow and execution.
- Supported the Global Head of Hip-Hop/R&B and managed touring logistics for 20+ artists including budget planning, itineraries, and pitch materials.

Studio Assistant, BOE Global

June 2014 - Sep 2015

- Supported head engineer & producer with vocal mixing and studio equipment management in a high-paced recording environment with high-profile clientele.

EDUCATION

Bachelor of Science in Sports Management
St. John's University

September 2012 - May 2016