

MIRELLA SCHNAIDMAN

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Marketing & Creative VP with 8+ years building culture-first live entertainment and festival brands from the ground up. Ex-Spotify Marketing Manager who turns live experiences into movements - using storytelling, community, and partnerships to convert attendees into loyal fans and lineups into sold-out crowds across bilingual markets.

Brand Strategy & Positioning • Building Brands • Audience Development & Fandom • Live Events & Experiential • Go-to-Market & Launch • Storytelling & Content • Partnerships & Sponsorships • Paid Media & ROI

EXPERIENCE

FOR THE CULTURE

Remote

VP of Marketing

April 2025 - Present

- Own end-to-end brand strategy and go-to-market for festival and live-event properties—from positioning and brand identity through audience segmentation, content systems, partnerships, paid media, and on-site production. Specialized in artist storytelling, lead-generation funnels, and high-conversion on-sale strategies.
- Build brand narratives and scalable creative systems that turn new productions into beloved entertainment brands, positioned for future launches and multi-market expansion.
- BelicoFest: Drove 100M+ organic reach and 1,300+ earned mentions across 60+ on-site assets for Phoenix, growing Instagram from 15K to 45K followers. Leading the festival's expansion across California and Mexico City, including a San Jose presale that sold 5K tickets in 48 hours.
- Après Golf (ZHU): Built a new event brand from the ground up, including an acquisition funnel that generated 10K SMS leads and powered a record on-sale with an almost sold out turn around in 24 hours.
- Bandshell Beach Club: Led brand narrative and social-first launch of a new two-day seaside festival for Rhythm Foundation, anchoring storytelling around "music + seaside living" with an eclectic cross-genre lineup.

SPOTIFY

Remote

Music Marketing Manager

Aug. 2022– Oct 2024

- Drove global engagement and genre growth for Spotify's Latin portfolio, translating audience and culture insight into launch strategy, positioning, and multi-channel campaigns; owned multi-million-dollar budgets.
- Led major releases including Bad Bunny's #NadieSabe (57M mentions, 2.6B impressions), Feid's album experience, and Fuerza Regida's 2024 launch.
- Created Tapped In, Spotify's first Latin video-podcast series (10M views); marketed experiential moments like Casa Spotify at Latin Grammy week for 5 consecutive years.

Artist & Label Partnerships Business Manager

Oct. 2021–July 2022

- Developed business insights and performance reports to inform artist investment decisions and identify high-growth opportunities across markets.
- Orchestrated and optimized internal workflows by implementing streamlined processes, fostering information sharing, enhancing accountability, and accelerating operations across international markets.
- Led on-platform marketing strategy, execution, and analysis, focused on leveraging latin music to increase engagement and retention with the platform, driving +2M incremental hours played YTD.

Artist & Label Partnerships | Jr. Manager / Marketing Coordinator

July 2018–Sep. 2021

- Managed relationships with artists, labels, and managers across Latin America, supporting release campaigns, partnership strategy, and artist development initiatives.
- Launched RADAR, Spotify LatAm's first emerging artist program, overseeing multi-market rollout and campaign creative.
- Co-led the Spotify Awards Mexico, managing digital communications and ticketing for 9,000+ artists, executives, and fans.

EDUCATION

NEW YORK UNIVERSITY, CLASS OF 2017

New York, NY

BA, Bachelor of Media, Culture, and Communication; Minor in Politics

LANGUAGES

Fluent in English, Portuguese, and Spanish