

# LOU ROCHDI

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LinkedIn

Gen Admission Website

GA Instagram

## MUSIC INDUSTRY EXPERIENCE

**LOBBYCALL** | Los Angeles, CA

03/2022 - Present

**Tour Manager & Production Coordinator**

06/2022 - Present

- **JOJI: Production Coordinator** - International touring of theaters and arenas since August 2022 (e.g. MSG, Kia Forum)
  - + Coordinating with travel agent to book and confirm flights and hotels (18 to 72 travel party members).
  - + Confirming immigration processes and visas are in order for crew and artists (South East Asia, Australia, USA, etc.)
  - + Handling ground transportation logistics: bus routing, finding parking, booking cars, drivers, etc.
  - + Advancing hospitality, catering, ROS, eta/etd with promoter and local teams.
  - + Bookkeeping daily and overall tour accounting during and post tour.
- **RICH BRIAN, WARREN HUE, ATARASHII GAKKO!: Tour Manager** - Festival Head in the Clouds NYC & LA 2023
- **STEPHANIE POETRI: Tour & Production Manager** - Since July 2022 (Festival/College shows, One-offs, Support Tour)
  - + Building budgets and advising management and booking agents on booking, routing, scale of production, band/crew hires, etc.
- **YLONA GARCIA: Tour Manager** - 3 shows - UC Riverside Ring in the Riv 2022, Head In The Clouds Jakarta + Manila
- **MXMTOON: Tour & Production Manager** - Head In The Clouds LA
- **HEAD IN THE CLOUDS LA 2022: Production Coordinator** for six 88 Rising acts (Joji, Rich Brian, Stephanie Poetri, Ylona Garcia, Atarashii Gakko!, Warren Hue) + Advance, Accounting - LA Festival August 2022 (37,500 attendance)
  - + Coordinating the logistics of 40 crew + 12 band members working across 7 performances (labor schedules, transportation, etc.)

*Tour Management Intern*

03/2022 - 05/2022

- **COACHELLA 2022: Tour Manager Assistant** for Rich Brian, Joji, NIKI; logistics, rehearsals, ground transportation, etc.
- **Remote Back Office: logistics, advancing, accounting** - Alison Wonderland, TEED, IC3PEAK, Kid Francescoli, etc.

**CRUSH MUSIC** | *Artist Management Intern* | Los Angeles, CA

09/2021- 12/2021

Green Day, Miley Cyrus, Lorde, SIA, Panic! at the Disco, Fall out Boy, etc. management company.

- **A&R; weekly scouting and pitching** - Developing marketing efforts for album releases (listening parties, pop-up events, etc.)

**NVAK COLLECTIVE** | *Graphic Design Intern* | Los Angeles, CA

08/2021- 11/2021

International, female, and non-binary-focused indie record label representing Annika Rose, Rosa Linn, Talia Lahoud.

- **Designing social media assets, one-sheets, promotional content, presentation decks, etc.**

**JOE D'AMBROSIO MANAGEMENT** | *Assistant to the CEO, Intern* | New York, NY

02/2021- 05/2021

Management company for behind-the-glass artists such as Tony Visconti, Hugh Padgham, Larry Gold, etc.

- **Leading the communication with French labels/A&Rs** (Columbia, Barclay, Polydor, Capitol, Mercury, etc.).

## EDUCATION

**University of California Los Angeles Extension**, Music Business Certificate (GPA: 4.0)

**Sciences Po Paris**, Bachelor of Arts, Major: Economics and Sociology, Minor: Law, France

Activities and Societies: Head of Marketing and Communication, Elected Student Government for 2 years.

*Exchange Student Senior Year: UCLA, Business & Maths, Minor: Music Industry, Dean's Honor List - Fall, Winter (GPA: 3.75)*

## VOLUNTEER & LEADERSHIP EXPERIENCE

**GEN ADMISSION** | Los Angeles, CA

**Founder & President**

02/2021 - Present

GA is a 501c3 non-profit organization that combines research, pedagogy, and graphic design to build comprehensive educational resources responding to the needs of the next generation of music professionals.

- **Overseeing 7 teams and 30+ volunteer members across 10+ countries.**
- **Developing research methods and working with professionals across the big three to build educational resources.**
- **Developing partnerships with other organizations** - w/ Fan To Band, Music Marketing Summer Camp.
- **Leading the legal efforts; finding lawyers, filing articles of incorporation, drafting by-laws, copyright protection, etc.**
- **Web development: Creative direction, UX design, building and operating a CMS (content management system).**

*Relevant Press: [She Will Rock You \(Podcast\)](#) / [A Little Jaded \(Podcast\)](#) / [The Luna Collective \(Press Article\)](#)*