

COLTON MULARONI

Artist Marketing Assistant | Music Media, Content Rollouts & Campaign Coordination

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PROFESSIONAL SUMMARY

Music marketing and content professional experienced in artist rollouts, creative assets, release strategy, and audience growth. Founder and Creative Director of Highlivesss, a platform supporting underground rap and emerging artists through editorial content, campaigns, and digital/physical releases.

CORE SKILLS

Artist Marketing • Release Rollouts • Pitch Decks • Content Strategy • Social Media • Copywriting • Audience Growth • Artist Relations • Project Coordination • Vendor Management • Reporting • Canva • Google Workspace • Microsoft Office

PROFESSIONAL EXPERIENCE

Highlivesss — Founder & Creative Director / Artist Marketing Lead | 2021–Present

- Built and scaled a music-media brand supporting emerging artists through editorial content, campaigns, and release rollouts.
- Grew audience to 6K+ TikTok followers, 4.7K+ Instagram followers, and 20M+ total views.
- Produced and managed a 56-page music magazine, overseeing contributors, assets, deadlines, and print/digital launch.
- Developed cross-platform content strategies generating 4M+ views via short-form content and collaborations.
- Led release campaigns contributing to 14 artist collaborations and a 20% increase in conversion rates through performance analysis.

Freelance Marketing & Partnerships Consultant | 2019–2021

- Executed marketing strategies for 15+ artists and brands, driving 30% audience growth.
- Built 30+ creator partnerships, increasing visibility by 25%.
- Organized social media calendars and performance reports for 15+ clients, reducing weekly client communication and reporting time by 10+ hours.
- Negotiated vendor contracts reducing costs by 15%.

RELEVANT MUSIC MARKETING PROJECTS

- Led creative direction, curation, rollout, and promotion for a hardcover music and culture release featuring emerging rap artists.
- Created artist bios and interview content that was repurposed into social media posts, increasing likes, comments, shares, and saves by 40%.
- Produced post-release content, extending campaign lifecycle by 3 months.

EDUCATION

Full Sail University — Bachelor of Science in Recording Arts | Winter Park, FL | Graduated 2025

Music Marketing, Communication, Audio Production, Recording Consoles, and Audio Workstations.

