

# 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: Tour/Production Coordinator** Smithereens Tour US (Fall-22), Asia (Dec-22), NZ/Australia (Feb-23) + more in 2023
    - Coordinating all logistics pre-tour and on the road such as visa, immigration processes, hotels, flights, ground transportation (bus routing, finding local transportation resources and drivers), advance (hospitality, catering, ROS, eta/etd, parking, etc.).
    - Leading communications with travel agents, visa agents, promoter reps, and travel parties (A-Party and Crew).
    - Bookkeeping daily and overall tour accounting during and after tour.
  - **STEPHANIE POETRI: Tour Manager** - 5 shows, Head In The Clouds LA + Jakarta + Manila, Cornell University, 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: **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)
- **MATOMA: Tour Manager** - Energize Summer Tour, US May/June 2022 (Club Tour, Fly-in dates, 200-1000 cap)

*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.

- Preparing Terrace Martin listening parties at Larrabee Sound Studios from sending invites, receiving RSVPs, welcoming guests in-person, etc. Assisting during Andrew McMahon's tour rehearsals at Mates Studios.
- A&R; weekly scouting and pitching to Evan Taubenfeld, coordinating present collaborations, and meeting notetaking.

**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

**Head of Web Development**

01/2022 - 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 \(Press Article\)](#)