

Lindsey Tucker

Financial Operations & Client Management | Music Industry Experience

contact

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lindseyetucker.com

expertise

Project Management

Contract & Budget

Coordination

Data Analysis &

Optimization

Artist & Stakeholder

Relations

Administrative Duties

Digital Marketing

software

Microsoft Excel

Microsoft Office

DocuSign

Salesforce

Airtable

Quickbooks

Adobe Creative Suite

education

PUBLIC RELATIONS

BUSINESS ADMINISTRATION

Bachelor of Arts

University of Oregon

2010 - 2015

professional experience

FINANCE & BUSINESS MANAGER

2020–Present

Active Water Sports

- Manage 30+ client contracts at a time, conducting financial research, reviewing agreements for accuracy, and tracking deadlines.
- Serve as the primary point of contact for clients and lenders, negotiating terms, resolving discrepancies, and guiding stakeholders through each financial step with clarity and discretion.
- Maintain tracking of revenue, invoices, cash flow, and contract status, creating organized systems that support timely payments, reconciliations, and accurate reporting.
- Increased dealer reserve revenue from \$205k in 2023 to \$430k YTD in 2025, despite average loan rates climbing from 6.74% to 8.53%.

MUSIC MARKETING COORDINATOR

2019–2020

McMenamins

- Increased ticket sales and venue revenue through strategic social media campaigns, e-newsletters, website content, posters, press releases, and media partnerships.
- Coordinated with agents, artist teams, promoters, and internal departments to execute announcements, update event listings, and ensure accurate details across platforms.
- Analyzed campaign metrics and executed A/B tests to drive continuous improvement in engagement and conversions.
- Negotiated and maintained marketing budget of up to \$25k with booking agents, artist managers, and business managers.

MARKETING MANAGER (FREELANCE)

2019–2022

Lose Yr Mind Festival

- Developed and executed digital marketing strategy, increasing engagement and ticket sales through targeted social media, e-newsletters, and website content.
- Secured publicity by developing relationships with press, crafting press releases, and coordinating interviews to maximize festival exposure.
- Collaborated with artists, managers, and production team to ensure consistent marketing efforts across all promotional channels.

MEDIA SPONSORSHIP COORDINATOR (FREELANCE)

2018–2019

PDX POP NOW!

- Secured seven cross-platform media sponsorships, leveraging print, digital, and social partnerships to boost festival visibility and brand reach.