

Chung Kan Matt Lam

(him)

447 Park Drive, Boston, MA 02215

matthewlamck@gmail.com | 626-725-2732

EDUCATION

Berklee College of Music, Boston, MA

September 2023 - December 2025 (expected)

Bachelors of Music in Professional Music (Business and Performance)

GPA: 3.98/4.00

Dean's List from Fall 2023 to Spring 2025

EXPERIENCE

Warner Music Asia, Hong Kong

June 2025 – August 2025

A&R (Intern)

- Scouted and reached out to potential artists in the APAC region
- Analyzed streaming data and trends of music in 12 Asian countries
- Created social media marketing plans on Instagram and TikTok for WM artists (Moon Tang and Mommo)
- Conducted analysis and evaluation of demos to assess the quality and potential
- Collaborated with regional A&Rs and artist managers to develop release and growth plans for talents

The Underground Hong Kong, Hong Kong

November 2024 – May 2025

Music Review Writer (Intern)

- Authored reviews for artists across diverse music genres to boost engagement
- Demonstrated time management skills in balancing writing with academic and professional duties
- Conducted comprehensive analysis of music styles on both a local and global scale
- Coordinated with the supervisor to ensure timely updates and revisions through timely communications

Berklee College of Music, Boston

September 2024 – May 2025

Marketing Club

- Analyzed and studied marketing trends on social media by having weekly meetings with members
- Learned marketing techniques through virtual meetings with business leaders and record label executives
- Constructed social media marketing plans for artists at Berklee College of Music for shows and events

Love Da Records, Hong Kong

May 2024 – August 2024

Physical Department Assistant (Intern)

- Provided data entry support for the Physical Department by organizing release schedules
- Pitched to international companies regarding vinyl and CD sales through calls and emails
- Analyzed music trends and evaluated shipment orders needed to meet the needs of customers
- Updated sales and financial records in Excel

SKILLS

- Fluent in Cantonese, English, Mandarin, and French
- Proficient in Microsoft Office and Google systems: Word, Excel, PowerPoint, Outlook, Docs, and Sheets
- Thorough understanding of social media platforms: Facebook, Instagram, Threads, and TikTok
- Experienced in conducting online meetings via Zoom and Teams
- Experienced in organizing events and communicating with different parties
- Comfortable with E-commerce and Pitching
- Thrives as a team player and excels in building a strong team