

### **Interview Assessment #3**

**Name of Professional:** Kristen Martin

**Profession:** Creative Project Manager

**Company:** Music Audience Exchange

**Date of Interview:** 10/27/2021

**Assessment:**

I conducted my third professional interview with Kristen Martin, the Creative Project Manager and the Radio Producer of Music Audience Exchange. Prior to the interview, I was hoping to learn more about the logistical aspect of Music Business, and the behind the scenes of a professional management company. I wanted to get a better understanding of what it is like to work as a higher level director in the creative industry as a whole, not limited to simply the music industry. Since Ms. Martin is the overseeing director of the company, I was also looking forward to getting some advice regarding client management, brand building, and some essential leadership skills that could help me in the future and with my original work.

I started the interview with some basic questions regarding Ms. Martin's position at Music Delivery Exchange. She introduced herself as the Creative Project Manager that oversees different aspects of the creative projects that she takes on, and how she is the one that makes higher level decisions on the logistical aspect of the company. I was wondering what got her into the creative industry, and she explained that her background in broadcast production was what intrigued her into diving into her career field. Since broadcasting was also what got me interested in the media and creative industries during middle school, I was able to make personal connections with her. In addition, I took Broadcast for two years in high school, therefore it was

easier for me to communicate with Ms. Martin since I have a good understanding of the different vocabulary and terminology of the industry.

When I asked about the necessary skills that I might need to work in the creative music business industry, Ms. Martin right away pointed out social and people skills. She explained that even though music business revolves around the music industry, much of what goes on behind the scenes is marketing and negotiating with different companies and clients. It is important to communicate effectively in order to meet the needs of audiences while keeping up the image of the company as well. Another thing she pointed out was leadership skills. Being the manager, Ms. Martin makes high level decisions for different sectors of the company. This requires observation skills as well as an immense amount of responsibility. She has been in the creative industry for over 15 years, so I wanted advice from her that could help me through my ISM journey. She told me that it is important to build connections, and introduced me to another professional that I could talk to who is specialized in artist relations. Since I will be focusing specifically on the music industry, I was extremely grateful for this opportunity.

Overall, I learned a great deal about the current climate of the creative industry as a whole through my interview with Ms. Martin. This helped me visualize what it would be like to be in the music business industry as well since both industries are interconnected with each other. I hope this can serve as a great experience for me on my ISM journey and help me build up foundational resources that I can utilize for my original work at the same time.