

# ALAN THACH PHAN

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## EDUCATION

### University of Southern California, Dornsife College of Letters, Arts, & Sciences

*Bachelor of Arts in Psychology, Minor in Music Industry*

Los Angeles, CA

May 2025

### Tarrant County College

*Completed GE's toward Bachelor's*

Fort Worth, TX

July 2021 - May 2022

**Honors:** Dean's List | **GPA:** 3.56

## EXPERIENCE

### Universal Music Group - °1824 Creative Solutions Team

*Strategic Partnerships and Marketing Representative*

Los Angeles, CA / Dallas, TX

Mar 2022 - Present

- Built and maintained relationships with over 50 lifestyle brands, influencers, press outlets, & communities in the scope of twelve months.
- Managed brand partnership projects and coordinated mutually beneficial collaborations with brands in the form of activations, merchandise, etc.
- Collaborated in the development of artist marketing campaigns for 50+ artists including Lil Yachty, J.I.D, Ice Spice, & Swedish House Mafia.
- Pitched and maintained a personal database of over 25 press outlets to secure press conference attendance & written coverage for UMG artists.
- Co-created and ideated programming for °1824 across various social platforms with the intention to increase visibility of UMG artists and labels.
- Captured exclusive behind-the-scenes content for productions and events for Rae Sremmurd, Nia Sultana, & Eli Derby accruing 1.6M+ views.

### Def Jam Recordings - Varick St.

*Artist & Repertoire Representative*

Los Angeles, CA / Dallas, TX

Mar 2022 - Present

- Researched and cultivated relationships with six promising independent artists, with the goal of identifying potential talent for the label's roster.
- Attended industry events and networked with other professionals and artists to stay up-to-date on industry trends and maintain a competitive edge.
- Served as a liaison between independent artists and the label, advocating for their interests throughout the signing process.
- Analyzed a database of over 200 artists' statistics through ChartMetric and maintained databases to track success and growth thoroughly.

### Freelance Photography & Graphic Design

*Creative Director*

Los Angeles, CA / Dallas, TX

Aug 2019 - Present

- Shot concerts for artists such as 2x Grammy nominee Japanese Breakfast, Don Toliver, BIA, Joy Oladokun, EARTHGANG, etc.
- Collaborated with clients to develop concepts and execute creative projects, including photo shoots, multimedia projects, and branding campaigns.
- Incorporated various artistic styles of photography and design to capture over 150 events, fashion, and conceptual-based private commissions.
- Operated the applications Adobe Photoshop & Lightroom to carefully color grade and edit photographs to superbness.

### Independent Artist Management

*Manager*

Dallas, TX

July 2021 - Aug 2022

- Guided the career development, strategy, and project management for independent musician "mitchell vs. THEINTERNET."
- Consulted with over 35 local artists and creatives with the intention to create strategic collaborations, track features, etc.
- Managed research efforts to create and direct successful marketing release campaigns and seamless distribution for new projects.
- Directed all promotional posts, artwork, and photography creatively for two debut musical release campaigns.
- Gained over 2000 streams across all platforms within the first eight weeks of release and gained a monthly listener base of over 200.

### Concert Cinematography

*Videographer*

Los Angeles, CA / Dallas, TX

Dec 2019 - May 2020

- Captured and produced videos from various acclaimed concerts and music festivals including JMBLYA, SXSW, etc.
- Produced content swiftly to meet tight deadlines of on-site media teams. Timeframes to meet deadlines ranged from 30 minutes to 4 hours.
- Gained over 15,000 views across various festival social platforms and outlets in the scope of six weeks.
- Developed concepts with event organizers and artists to produce visually stunning videos that captured each event's unique energy and atmosphere.

## EXTRACURRICULAR

### Haute Magazine

*Staff Photographer*

Los Angeles, CA

Aug 2022 - Present

- Collaborated with editors and writers to conceptualize and execute high-quality visual content for six editorial features and multimedia projects.
- Utilized advanced lighting and technical skills to create visually stunning and emotionally impactful images for print and digital media.
- Worked under tight deadlines and managed three projects simultaneously while maintaining a high level of attention to detail.
- Maintained an organized and efficient workflow, including managing image archives, scheduling shoots, and handling administrative tasks.

## SKILLS AND INTERESTS

**Skills:** Public Speaking, Photoshop, Premiere Pro, Marketing, Leadership, Creative Directing, Ideation, Brand Partnerships, Public Relations, A&R

**Interests:** Photography, Cinematography, E-Commerce, Video Editing, Music Industry, Social Justice, Production, Artist Management

**Languages:** Vietnamese (native proficiency)