

Ariele Palmer

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EDUCATION

DePaul University
Public Relations & Advertising, Music Business, Event Planning
GPA: 3.7/4.0

Chicago, IL
Expected Graduation: June 2026

PROFESSIONAL EXPERIENCE

Cumulus Media

Promotions Assistant

Chicago, IL
Oct 2025 - Present

- Assist with promotions and events for the three Cumulus Media stations in Chicago: Q101, 94.7, and WLS-AM
- Execute station promotional events, such as ticket drops, DJ appearances, live broadcasts & live music events
- Act as a representative for the radio stations and interact with 20-400 listeners across the Chicagoland region at promotional events, increasing awareness for the station

Radio DePaul

General Manager

Chicago, IL
July 2025 - Present

- Oversee all departments of the station, managing a group of 12 staff members, 100+ radio hosts with 70+ shows on air
- Coordinate partnerships for Rock The Clock, Radio DePaul's annual 48 hour live broadcast and fundraiser, raising money for Lurie's Children's Hospital in Chicago in collaboration with the campus dance marathon
- Assist in hiring and training new hosts with the Program Director
- Coordinate award submissions for the Intercollegiate Broadcasting System Awards

The Syndicate

Radio Promotion Intern

Remote
June 2025 - Aug 2025

- Updated weekly newsletters sent out to thousands of music directors of radio stations across the country using Disco
- Formatted weekly reports for clients and their current projects, listing stations who have aired their tracks and their current placement in the charts
- Used Mediabase, JBE, CDX, and NACC to follow current charts and gather data for various station formats

Tileyard Music

Marketing and Content Strategy Intern

London, England
Jan 2025 - Apr 2025

- Worked closely with two artists on the management roster to create and develop marketing and public relations strategies within their work
- Use Disco and PRS for Music to register unreleased music and split songwriting credits appropriately
- Research artists' social media channels and their metrics using Spotify for Artists and Chartmetric, focusing on regions where they can grow an audience, presenting these findings at the completion of the internship

RELEVANT COURSEWORK EXPERIENCE

Lollapalooza University: Met with music industry professionals from a variety of careers throughout the week leading up to Lollapalooza including but not limited to, management, operations, marketing, and logistics. Experienced the festival from the perspective of professionals by attending industry panels and getting an inside look into the process of creating and operating a music festival.

Writing for Public Relations and Advertising: Created a fictional campaign while focusing on drafting press releases, media pitches, and branded content. Organized a client campaign portfolio of my choosing exercising the writing requirements of the course, as well as mock advertisements in print, audio, and news releases.

Research for Public Relations and Advertising: Provided insight into essential research methods used in public relations and advertising, including but not limited to crafting research questions, creating surveys, and responding to a request for proposal. Qualitative and quantitative research methods were implemented throughout the course.

OUTSIDE EXPERIENCE

The Recording Academy

GRAMMY U Member

Chicago, IL
Oct 2024 - Present

- Attend sessions aimed toward music industry enthusiasts, students, and professionals, learning in various jobs within the industry
- Meet and connect with passionate music industry students in the Chicago chapter

SKILLS & CERTIFICATIONS

Core Skills: Communication, management, confidentiality, problem-solving, strategy

Technical Skills: Adobe Creative Cloud, Microsoft Office, Google Suite, Canva, Disco

Certifications: Muck Rack Essentials | Muck Rack | October 2025