

OLIVER LLOYD

Dynamic and results-driven music industry professional with extensive experience in artist scouting, A&R management, fee negotiations, and project management. Proven track record in leading collaborative projects and managing talent. Currently serving as CEO of Lloyd's Talent Agency, leveraging industry connections and strategic vision to drive success. Seeking to bring expertise and passion to any role stepped in to.

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EXPERIENCE

Lloyd's Talent Agency – CEO & Founder

JULY 2023 - PRESENT

Led a full-service management agency representing 2 performing artists and 2 producers, highlighting talent acquisition.

Pitching to record labels namely EMI, 5k Records, Virgin Records and Tileyard.

Oversee all aspects of talent management, including career development, marketing strategies, and contract negotiations.

Scout new talent, leveraging industry connections and scouting networks.

Collaborate with industry stakeholders such as the DSP, Melody Mover, to secure opportunities for artists.

Within the first month of working with an artist starting at 500 monthly listeners, streams increased by 3100%.

Expanding and scaling the business model by applying growth strategies and employing marketing campaigns.

Gig bookings for talent, as well as press and media releases.

Artist landing Spotify Editorials (New Music Friday & Our Generation).

Electrical Nights — Event Manager & Co Founder

MARCH 2024 - MAY 2024

Co-founded and managed live events company specialising in artist bookings and live performances.

Scouted artists and managed negotiations for performance fees.

Coordinated all event logistics and ensured successful event execution.

SKILLS

Artist Scouting & Development

Project Management

Social Media Management

Partner Relations

Product Development

Company Growth

Contract & Fee Negotiations

Talent Acquisition & Management

Strategic Leadership

Verbal and Written Communication

ACCREDITATIONS

Creative Talent Development

Brand Partnerships & Media Relations

Contract & Negotiation

Advanced Marketing Strategies

Campaign Management

Consumer and Audience Psychology

Led marketing campaign in order to promote events and sell out 4 nights.

Cre8ting Vision — Talent Scout

MARCH 2024 - MAY 2024

Scout emerging talent and evaluate viability for live performances

Provide detailed reports and recommendations on artists to higher management.

Freelance — Project Manager

FEBRUARY 2023 - AUGUST 2023

Managed the creation of a soundtrack for an original musical, coordinating with composers, musicians, and production teams.

Led the production of an EP involving various artists, completing the project within a 3-month time frame.

Led collaborative projects to create music for advertisements and other briefs.

Freelance — Collaborative Project Lead

SEPTEMBER 2022 - DECEMBER 2022

Directed projects requiring musicians to create music tailored to specific briefs, ensuring alignment with client requirements.

Experience in sync licensing, facilitating the use of music in various media formats.

Led project for an advertisement brief.

EDUCATION

Academy of Contemporary Music — BA(Hons) Creative Industries Futures

SEPTEMBER 2022 - AUGUST 2024

Guildford, Surrey

Glenwood House College — 7 A Levels

JANUARY 2017 - NOVEMBER 2021

George, South Africa

REFERENCES

Available on request

Copyright, Royalties and Publishing

Business Strategy and Planning

LANGUAGES

English and Afrikaans

INTERESTS

A&R Focus Groups

Live shows & events

Product design

Music production

Conferences, Workshops &

Masterclasses

MMF Member

In The Loop Member

Tennis Coach

Sports (Football, Tennis, Golf, Running)

Architecture

Cooking

History of Cultures