

Kevin McDermott

[Address omitted for web version]

kevinmcdermott@uchicago.edu | [Phone number omitted for web version]

EDUCATION

The University of Chicago

Bachelor of Arts in Economics, Specializing in Business

Chicago, IL

Expected, June 2027

EXPERIENCE

Real Ones Show

Press & Strategy Intern

Chicago, IL

February 2026 – Present

- Attended live events while taking on various responsibilities such as press photography and artist interviews
- Developed, arranged, and rolled out journalistic hip-hop content taking several digital forms
- Ideated and coordinated with teams on branding and copy via content calendars and in-person workshops

Never Too Different (Record Label)

Content Strategy & Artist Relations Intern

Boston, MA

July 2025 – January 2026

- Worked with artist Token and his team on managing social media profiles and creating promotional content
- Oversaw a 130% increase in Spotify monthly listeners and a national tour selling 25000+ tickets
- Edited 50+ videos incorporating clips, text, audio, and images using video editing software

Journeys

Sales Associate

Chicago, IL

May 2022 – January 2025

- Greeted, assisted, & pitched 50+ customers daily in a professional and courteous manner
- Processed \$500+ daily in customer exchanges, counted cash, & completed positive transactions
- Organized stockroom & fulfilled package orders

LEADERSHIP & ACTIVITIES

Major Activities Board

Marketing Department

Chicago, IL

October 2023 – Present

- Communicated with music industry proponents in order to secure artists and organize yearly school festivals
- Helped to arrange a variety of on-campus social/music events throughout the school year
- Assisted in the design of posters, blogs, and additional content to market festivals & concerts

Firebird Magazine

Writer/Editor

Chicago, IL

October 2023 – Present

- Researched & wrote 5+ original articles for a curated music publication
- Collaborated with artists, editors, and editors-in-chief to create published works, digital & physical
- Edited original articles written by self & others

The Mark

Consultant/Designer

Chicago, IL

October 2023 – May 2025

- Formed quarterly partnerships with businesses & project teams to generate revenue via marketing tactics
- Performed research, executed deliverables, & presented findings to clients in a variety of competitive markets
- Interviewed candidates across multiple rounds & built team workshops to onboard new members

SKILLS

Specialization: Event production, marketing consulting, stage rigging, online advertising, web/graphic design

Software: Adobe photo & video editing, Capcut, FL Studio, Google Ecosystem, Lightworks, Microsoft Excel

Other: Client-facing communication, deadline-oriented delivery, taking initiative, academic responsibility