

Marlena Minneci - Portfolio and Professional Insights

B.B.O. Studios Recording Studio - Nashville, Tennessee

Aug 2020 - Mar 2025

<https://www.bbostudios.com>

At B.B.O. Studios, I served as **Co-Founder and Client Relations Lead**, responsible for bringing local artists into the studio and helping them give a voice to their sound. I excelled in **cross-functional communication**, acting as the primary point of contact between artists and engineers. I also designed and maintained the **B.B.O. Studios website**, enabling artists to book sessions and process payments online, while ensuring the site remained professional and up to date.



Artist Bio & Brand Voice Development – Retros Realest

While collaborating with independent artist Retros Realest, we developed a strategic framework to guide his music releases and digital presence. We worked closely with him to define his brand voice, craft a compelling artist narrative, and create content that would resonate with fans across platforms. The final artist bio was used in streaming profiles, press kits, and promotional materials.

Building on this foundation, we designed a **3-part email marketing campaign** in Mailchimp to introduce Retros' genre-blending sound to new audiences. The series combined storytelling, product promotion, and engagement strategies to establish a cohesive and compelling digital presence:

Objective:

Develop a cohesive brand identity and digital presence for independent, genre-blending artist Retros Realest, while driving engagement and awareness for his music and merchandise.

Strategy & Execution:

- Defined Retros' **brand voice** and crafted a compelling **artist narrative**.
- Created a **3-part email marketing campaign** in Mailchimp to introduce his music and engage new fans.
- Delivered a polished artist bio for **streaming profiles, press kits, and promotional materials**.

Email Marketing Campaign – 3-Part Series

Email 1 – “Welcome to the Realest”

- **Subject:** Retros Realest: A Sound You Haven't Met Yet
- **Goal:** Introduce the artist and his genre-blending style.
- **Content Highlights:** Upcoming music drops, BTS content, merch for movement.
- **CTA:** Start Listening

Email 2 – “Behind the Sound”

- **Subject:** From Studio to Street — How This Artist Found His Voice
- **Goal:** Share his journey and authenticity.
- **Content Highlights:** From soul to alt-rock to lo-fi; his drive and boundary-pushing approach.
- **CTA:** Meet the Artist

Email 3 – “Limited Merch Drop”

- **Subject:** Your Fit Needs Some Realness
- **Goal:** Drive sales and fan engagement through limited merchandise.
- **Content Highlights:** 100-piece capsule inspired by his new single.
- **CTA:** Shop the Drop

Ole Red Nashville - Nashville, Tennessee

Jun 2023 - Jun 2025

At **Ole Red Nashville**, Blake Shelton's flagship bar located on downtown Broadway, I served as a **Certified Trainer and Head Server**, gaining hands-on experience in a high-profile hospitality environment. I developed a deep understanding of **customer engagement**, as guests traveled from around the world to experience Nashville's cultural identity and country music heritage.

I furthered my knowledge by taking classes at the **Grand Ole Opry**, learning about the importance of **employee culture** and maintaining the integrity of a historic brand. In addition, I **assisted with promotional marketing efforts**, contributing to social media video campaigns designed to engage audiences and showcase menu items in creative ways. Notably, I collaborated on the concept and production of a video for the menu item "**Redneck Nachos**", boosting engagement and presenting the food in a fun, visually compelling format.

Key Contributions:

- **Training & Leadership:** Certified Trainer and Head Server, ensuring staff upheld high standards and delivered exceptional guest experiences.
- **Cultural Immersion:** Took classes at the **Grand Ole Opry**, learning the significance of employee culture and historic brand integrity.
- **Marketing & Social Media:** Assisted with **promotional video campaigns**, including concept and production for menu items like "**Redneck Nachos**", creating eye-catching content that boosted audience engagement.
- **Customer Engagement:** Interacted with guests from around the world, representing Nashville's cultural identity and the country music experience.

Brewhouse South - Franklin, Tennessee

Overview:

At **Brewhouse South**, I served as **Lead Server and Promotions Support**, blending front-of-house leadership with creative marketing initiatives to enhance the guest experience and drive engagement. I designed visually compelling **signage, seasonal décor, and promotional materials** that captured customer attention and encouraged participation in deals, specials, and events. By combining operational leadership with creative strategy, I helped elevate both the atmosphere and the restaurant's overall brand presence.

Key Contributions:

- **Leadership & Mentorship:** Led floor operations and mentored new staff during high-volume shifts, ensuring smooth service and exceptional customer experiences.
- **Creative Marketing:** Designed and created in-house **signage, seasonal décor, and promotional visuals** to elevate the restaurant environment and support sales initiatives.
- **Event Collaboration:** Partnered with management on **special events and themed promotions**, fostering community engagement and boosting the restaurant's presence locally.