

BRANDON SOUTHERLAND

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EDUCATION

The University of Tennessee, Knoxville , Natalie Haslam College of Music	Knoxville, Tennessee
<i>Bachelor of Arts in Music Business Administration (Professional Track)</i>	August 2021 – May 2026

RELATED EXPERIENCE

Music Industry Club - The University of Tennessee	Knoxville, Tennessee
<i>Events Committee</i>	August 2024 – Present

- Researched guest speakers specializing in A&R, Tour Managing, Production, and Publishing
- Played a key role in planning and executing club events, managing equipment setup/teardown and providing venue options and strategies aimed towards increasing attendance and event profitability.

Burnhouse Band LLC	Knoxville, Tennessee
<i>Band Manager, Composer, Performer</i>	April 2022 – Present

- Founder of profitable college band. Current roles include activating marketing campaigns, business models, revenue management, profit allocation, and LLC administration. Revenue milestones exceed \$10,000 gross income annually.
- Managed social media graphic designing promotional materials and hiring photography & videography vendors; Expanded efficiency by hiring full-time social media teams resulting in high-impact metrics.
- Leading successful marketing and networking campaigns aimed towards local markets, venues, and press.
- Developing and applying diverse music-business skills supporting personal career growth. Specialized practice includes music copyrights, rights management and live music industry.

RELEVANT CLASSES

Music Publishing and Contracts	Knoxville, Tennessee
<i>Professor Juan Carlos Quintero</i>	August 2024 – December 2024

- Advanced expertise in music publishing by analyzing royalty structures, PRO operations, and licensing, including sync fees, mechanical licenses, and “Most Favored Nation” clauses.
- Acted as a music supervisor for a luxury car brand, pitching songs aligned with brand’s market and image, by researching market demographics and identifying key stakeholders (publishers, writers, labels, and PROs), evaluating the complexities of potential synchronization licenses.

The Business of Music	Knoxville, Tennessee
<i>Professor Juan Carlos Quintero</i>	August 2024 – December 2024

- Gained advanced knowledge of music business structures by studying topics including derivative copyrights, UGC clauses, neighboring rights, and differentiation of deals offered to artists (distribution, record, and license).
- Acted as a music supervisor for a luxury fashion brand, pitching songs aligned with the brand’s market and image, researching the roles of labels, owners, distributors, and credited creators involved.

RELEVANT CERTIFICATIONS

CopyrightX Certification	(Remote) Boston, Massachusetts
<i>Harvard Law School (In Progress)</i>	Projected Completion Date: April 2025

- Analyzing global copyright frameworks and licensing case studies.

Data Analytics Certification	(Remote) Mountain View, California
<i>Google</i>	Completion Date: January 2025

- Applied data-driven strategies to analyze metadata and enhance decision-making processes.

Copyright Law in the Music Business Certification	(Remote) Boston, Massachusetts
<i>Berklee College of Music</i>	Completion Date: January 2025

- Continued expertise development in licensing, royalties, and publishing processes.