

NATHAN REUSCH

ENTREPRENEUR

Contact Information

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PROFILE

With over 20 years experience working in the creative community in Kansas City, including founding and managing one of the longest-running independent record labels in Kansas City, I am a self-starter, a problem-solver, and bring my extensive and unique experiences to all of my work.

SKILLS

Presentations
Strategic Planning
Project Management
Problem Solving
Curation
Creative Director
Team Work
Outside Sales
Marketing
Branding
Graphic Design
Website Design
Social Media
Budget Planning
Report Writing
Customer Support
Staff Development

EXPERIENCE

The Record Machine | Founder, Label Director 2003 - PRESENT, KANSAS CITY, MISSOURI

- Directly responsible for planning and implementing the direction of the label over the last 14+ years
- Released over 75 independent records with bands spanning across the United States
- Established artist roster, scouted and secured talent, and curated a catalogue of content for each artist
- Designed, developed, and maintained artist marketing content and campaigns, including websites, graphics, photos, ads, banners, audio, and video
- Contributed to productions as producer and supervisor
- Managed and collaborated with service providers including, public relations, record distributors, retailers, and design firms, for final approvals, updates, and to ensure campaign deadlines are met
- Facilitated regular progress and performance meetings to discuss objectives, goals, and sales
- Created and presented artist pitches for traditional media (TV, radio, retail), social media, advertising, blogs, and sponsorships
- Acted as the Project Manager for multiple releases including setting up photo shoots, packaging design, creation of Facebook advertising, resulting in increased lead generation and customer data retention
- Worked with attorney to discuss and manage legal affairs, such as contract negotiations with artists and vendors

Middle of the Map Fest | Founder & Curator 2010 - PRESENT, KANSAS CITY, MISSOURI

- Founded Middle of the Map Fest, as part of The Record Machine, to promote and bring cultural expression through music and art to Kansas City
- Managed day-to-day operations, collaboration with Ink Magazine, and growth of festival from 2,000 to over 10,000 people in attendance
- Conceptualized and executed every aspect of the festival programming including expansion of content from music to include film and idea talks

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Event Planning
Volunteer Coordinating

EDUCATION

**Johnson County
Community College**
1999 - 2000, OVERLAND
PARK, KANSAS

Ozark Christian College
1998 - 1999, JOPLIN,
MISSOURI

PROFICIENT IN

HTML, CSS, Squarespace,
Wordpress, Shopify,
Ecommerce, MailChimp,
FileMaker Pro, Photoshop,
Illustrator, Hootsuite,
Google (Adwords, &
Forms), Facebook Ads,
Slack, Asana, Google
Docs, and Microsoft
Office (Word, Excel,
Outlook, PowerPoint).

LINKS

-  therecordmachine.co
-  motmfest.com
-  soundmachinekc.com
-  [nartan](#)
-  [nartan](#)
-  [nartan](#)
-  [therecordmachine](#)
-  [lerecordmachine](#)

- Booked "A-List" talent to perform and speakers for panels as part of the festival
- Generated over 100 relevant panels, and managed all logistics including content direction, speaking points for panels, and all budgets as part of the event planning process
- Identified and implemented revenue generating opportunities for the festival by creating customized sponsor decks and pitches, and obtaining sponsorships

SoundMachineKC | Curator, Founder
2016 – Present, KANSAS CITY, MISSOURI

- Founded SoundMachineKC, a collaboration with recordBar and The Record Machine, to expose Kansas City to new music and connect with the local and national talent
- Managed day-to-day operations, with a first year attendance of over 3,500
- Generated 20+ Shows with 75 bands in the first 13 months
- Identified and implemented revenue generating opportunities by creating customized sponsor decks and pitches, and obtaining sponsorships and landing top tier brands, Tito's Vodka and Lagunitas Brewing Co.

PROPAGANDA 3 | SALES

2016 – Present, KANSAS CITY, MISSOURI

- Managed outside sales and researched festivals and events for their APPTAPP Division
- Set meetings with potential clients and created pitches for new client work
- Created content for websites and apps for Middle of the Map Fest and AB May