

CLAYTON ROTHENBUSH

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EDUCATION

Ohio University, College of Business | Athens, Ohio
Bachelor of Business Administration, Marketing

August 2026

Hocking College, School of Workforce Development | Nelsonville, Ohio
Associate of Applied Business in Music & Recording Industry

May 2024

EXPERIENCE

Monster Energy: Up & Up Festival | Athens, Ohio
Lead Ambassador

January 2026 – May 2026

- Selected to represent Ohio University in a nationwide competition to produce a Monster Energy-sponsored music festival
- Executed end-to-end event operations, including artist booking, contract negotiation, and production logistics
- Coordinated sound, lighting, and stage production to transform venues into live concert environments
- Grew social media engagement by 440% over three months through targeted marketing campaigns

Athens Bass Ops | Athens, Ohio
Founder

January 2025 – March 2026

- Produced 7 independent music events generating ~\$7,000 in ticket revenue, selling 1,300+ tickets with 4 sold-out shows
- Booked 25+ artists (4–6 per event), including regional Ohio, Tennessee, and Colorado acts
- Negotiated artist agreements through direct outreach and agent communication, managing guarantees and backend splits
- Led multi-channel marketing strategy across paid ads, organic content, and street promotion

State Farm | Athens, Ohio
Marketing Intern

May 2025 – July 2025

- Managed and scheduled social media content using Hootsuite to maintain consistent brand presence
- Assisted in organizing community outreach events and nonprofit partnerships to increase local engagement
- Utilized CRM systems, Canva, DAC, and Excel to support daily marketing operations

One Academy (Muay Thai – Yoga – Jiu Jitsu) | Athens, Ohio
Assistant Muay Thai Coach

March 2023 – May 2026

- Led Muay Thai training sessions for youth and adult classes (10–20 students per session)
- Built rapport and trust with youth and adult students, developing consistency and accountability in a coaching role
- Developed leadership, communication, and time management skills in a high-accountability environment

The Four Winds | Athens, Ohio
Band Manager & Co-Founder

November 2022 – September 2025

- Co-founded and managed the band across booking, contracts, and artist communication
- Executed grassroots marketing campaigns through social media, local outreach, and creative promotion
- Curated event atmosphere and branding to enhance audience experience and show identity
- Coordinated and booked a collaborative event with larger touring acts, managing artist communication and planning
- Performed as a guitarist and vocalist in 20+ live events, contributing to programming and audience engagement

TECHNICAL SKILLS

Event & Booking Platforms: Gigwell, Eventbrite

Marketing Tools: Hootsuite, Canva, Meta Ads Manager, DAC, CRM systems

Audio & Production: Pro Tools, Ableton Live, Midas M32R, Dante Level 1 certified

General: Microsoft Excel, Google Analytics