

RACHEL GUNTER

704-450-1165

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BSBA- **Marketing**, *Appalachian State University, Boone, North Carolina*

PROFESSIONAL SUMMARY

An enthusiastic collaborator and natural liaison who brings ideas to life with clear communication, creativity, and attention to detail in fast-paced environments. With a passion for music and a love for serving others, I am excited to connect people through music by supporting artists and their teams.

Relevant Experience

Venue Staff, *The Orange Peel – Asheville, NC | Nov 2024 – Feb 2026*

- Hospitality liaison for touring acts by coordinating logistics and artist support
- Assisted with artist errands and hospitality needs as hospitality runner
- Monitored crowds of up to 1,050 and ensured safety of artists and attendees
- Managed ticketing operations using Etix and served as point-of-contact for customer inquiries

VIP Assistant, *237 Global- Asheville, NC | August 2025 (Contract)*

- Managed merchandise counts for two VIP tiers for Fitz and the Tantrums
- Checked in VIP guests through Zkipster with accurate tier tracking
- Coordinated VIP entry, ensuring smooth early access and a positive guest experience

Project Coordinator, *Renu Energy Solutions – Charlotte, NC | Oct 2019 – Dec 2020*

- Liaised with clients and internal departments to support several project progressions
- Streamlined communication using email templates and scheduling systems
- Migrated data across platforms (Monday.com to Zoho Projects) for better access

Sponsorship & Social Media Coordinator, *Sirens on the Mountain Music Festival – Boone, NC | Jan 2018 – Jun 2018*

- Secured sponsorships and managed communications with partners
- Researched music acts and promoted events through social media and street marketing
- Developed social media campaigns that led to increased community engagement

Music & Social Media Marketing Intern, *KX935 – Laguna Beach, CA | Jun 2017 – Aug 2017*

- Interviewed bands, wrote blogs, and managed music-related social content
- Assisted with music discovery and edited/uploaded songs into radio software
- Supported logistics at a large-scale fundraising event

Additional Experience

Merch Seller, *Madilyn Mei– Asheville Music Hall | Nov 2025*

Merch Seller, *Here Come The Mummies– Sierra Nevada Brewing, Fletcher, NC | Oct 2025*

Venue Staff, *Rabbit Rabbit Music Venue – Asheville, NC | Apr 2024 – Sep 2024*

Front Desk Receptionist, *Recline & Unwind Social Spa – Asheville, NC | Jan 2024 – Apr 2024*

Skills/proficiencies: Google Workspace, project coordination, project management software, communication, playlist curation, hospitality, Etix, attention to detail, customer service, collaboration, event support, social media