

# Daniel G. Mastronardi

4894 Macgregor Lane, Syracuse, New York 13215

Office: (315) 727-9667 | Cell: (315) 956-5622

[dan@hollerbackproductions.com](mailto:dan@hollerbackproductions.com) | [dgmastro@syr.edu](mailto:dgmastro@syr.edu)

## EXPERIENCE

### **Creative Concerts, Inc.**

August 2014 – Present

Co-Founder, General Manager, Talent Buyer

- Venues include: The Landmark Theatre, F Shed at the Market, Oncenter Complex, S.I. Hall, Del Lago Resort and Casino, The Palace Theater, Papermill Island Amphitheater, Good Nature Farm Brewery
- Artistic talent includes: Trey Anastasio, Dave Mathews Band, Phish, Rusted Root, Skrillex, Hardwell, Tiesto, The Disco Biscuits, String Cheese, Lake Street Dive, The Wood Brothers, Lotus, moe., and more.

### **Syracuse University, College of Visual and Performing Arts**

August 2014 – Present

Instructor, Concert Promotion

- Instructs students on the inner workings of the entertainment industry
- Provides internship opportunities for undergraduate students

### **The Westcott Theater**

September 2007 – Present

Founder, Talent Buyer, Promoter, Event/Venue Coordinator

- Founded and conceptualized the transformation of a historic cinema into a nationally renowned, multi-million dollar live music and events space
- Revitalized the Syracuse area music scene by creatively booking multiple national acts of various musical genres
- Supervise all aspects of Westcott talent buying and event bookings. Manage over 150 national/regional bookings yearly
- Oversee all aspects of the hiring/managing of staff and security based on event need. Has built impeccable relationships with various national music and entertainment agencies
- Efficiently negotiate and manage artist contracts

### **Hollerback Productions**

April 2003 – Present

Founder, General Manager, Talent Buyer, Event/Venue Coordinator

- Creatively conceptualize and efficiently execute events based on client ideology, purpose and budget.
- Successfully built strong working relationships with numerous local/regional/national agencies, companies, organizations and industry professionals
- Handle all aspects of event promotion/media relations including design, print and distribution of event media; as well as handle press releases and engage with radio/television media

## SKILLS

- Talent Buying and securing sponsorships
- Strong Leadership in Personnel Management
- Knowledge of the inner workings of the Entertainment Industry
- Proficient in Marketing and Social Media