

# ANDI COULTER

## EDUCATION

2012 - 2018 University of Buffalo | Ph.D. in English. Dissertation on music and community  
2010 - 2012 University of Toledo | M.A. English  
1993 - 1997 University of Virginia | B.A. History

## BOOKS

Oct 2024 **AFI: How early social media shaped the touring industry.** San Francisco: J Card Press.  
Sept 2020 **Suicide, Suicide.** New York, NY: Bloomsbury Music.

## ACADEMIC POSITIONS

### **Current Washington & Lee University**

*Assistant Professor of Business Administration*

Teach Business Communication; Rogue Marketing; the entertainment industry; and Social Media Strategy

### **2021-2023 Washington & Lee University**

*Visiting Professor of Business Administration*

Taught Business Communication; Entertainment and Entrepreneurship; and Social Media Strategy

### **2019-2021 Georgia Institute of Technology**

*PostDoc Business and Technical Communications, Scheller*

Taught 3 sections of Business Communication in the Scheller Scdocument design, social marketing strategy, and UX/UI

Developed website design and social media strategy for Atlanta's Museum of Puppetry Arts

### **2018-2019 Grand Valley State University**

*Visiting Professor of Business Communications*

Taught entrepreneurial strategy & business communication

Developed music GPS project with the computer science department

### **2012-2018 University of Buffalo, SUNY**

*Lecturer in Business and Technical Communications, 2/2 (Ph.D. candidate)*

Worked with Buffalo client marketing companies to produce proposals, marketing materials, and social media strategy

### **2010-2012 University of Toledo**

*Literary Outreach Instructor*

Art curator in Toledo's downtown library. Liaison between school and community programming

Designed Toledo's first Oral History Poetry Project

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## INDUSTRY POSITIONS

**2012-2017**    **Tralf Music Hall, Buffalo NY**

*Booking Agent/ Marketing Manager*

- Designed social media campaigns, digital marketing, and SEO for the music venue
- Booked all indie and small national acts
- Co-partnered with other independent music venues and promoters to bring visibility to the growing Buffalo arts scene

**2017-2018**    **Tri-Main Building**

*Professional Communication & Business Writing Instructor*

- Partnered with the Tri-Main Development project, bringing business writing seminars to small Buffalo businesses. Taught workshops in marketing, branding, and internally-facing written documents

**2016-2017**    **University of Buffalo, SUNY**

*Rhetoric/Composition Department Assistant*

- Taught composition pedagogy to incoming Ph.D. students
- Worked on the administrative restructuring of Gen Ed requirements
- Designed a common syllabus for incoming teachers for Comp 101 and Tech Comm

**2008-2010**    **Live Nation**

*Northern California Marketing Agent*

- Coordinated all radio, print, television, and online traffic for all Live Nation venues in San Francisco, Sacramento, and Reno, NV.
- Responsible for over 25 million in artist ad dollars annually
- Supervised eight street teams

**2007-2008**    **Dopplegager, Inc. Makers of vSide (videogame)**

*Marketing Manager*

- Managed all user acquisition and retention metrics
- Wrote and designed all outward-facing marketing across all platforms
- Worked with engineers on user testing and feasibility reports

**1998-2007**    **9:30 Club, Washington D.C.**

*Director of Marketing*

- Developed and implemented market strategy for over 1,000 live shows spread between six live music venues
- Wrote all outward-facing company materials, including newsletters, email campaigns, social media, and radio/television spots
- Branded the 'voice' of the company
- Designed all art for every advertising campaign

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## PEER REVIEWED PUBLICATIONS

Coulter, A. Dec 2023. [Book Review of *Tuning into Soundwriting* by K. Stedman, C. Danforth, and M. Ferris]. *Communication Design Quarterly*: 86(4),78-79.

doi: <https://doi.org/10.1145/3592367.3592377>

Coulter, A. Jun 2023. "How did this go viral? Using social platforms to expand business communication". *Business and Professional Communication Quarterly*: 11(3),78-79.

doi: <https://doi.org/10.1145/3592367.3592377>

Coulter, A. Dec 2022. "Marketing agile artists: How music labels can leverage TikTok's virality." *Journal of the Music and Entertainment Industry Educators Association*: 22(1),135-161.

doi: <https://doi.org/10.25101/22.5>

## MANUSCRIPTS IN PREPARATION

Coulter, A. (Book) Oral History of 9:30 Club. Forthcoming 2028. Proposal submitted, under review.

Coulter, A. "Rogue Economy: How Atlanta's music scene built its own underground industry ecosystem." Paper as part of a submission (under review) for the 2024 DeLaney Fellowship for Race, culture, and Southern History. This project is part of both course pedagogy and a peer-reviewed article.

Coulter, A. "Homogenization nation: how Live Nation created Starbucks for the music industry." A case study on Live Nation's consolidation from 1998 to 2004.

## MASS PUBLICATIONS

Coulter, A. (2021, February) "Here Comes the Quiet One," Review of Genesis Publication's collection of George Harrison photographs, *Atlanta Journal-Constitution*

Coulter, A. (2018, May). "Strung Out: Indeterminacy Festival Aims at Connection," *The Public, Buffalo City Paper*.

Coulter, A (2016, July) "Lunatic Fringe: Inside the Infringement Festival" *The Public, Buffalo City Paper*

Written for *Washington City Paper, LA City Paper, Washington Post, Side-Line Magazine (UK), and SubCulture Magazine*.

## GRANTS, SCHOLARSHIPS & AWARDS

Lenfest Grant for Oral History of 9:30 Club in DC, Washington & Lee, 2024

Teaching Appointment with Puppetry Museum in Atlanta, Georgia Institute of Technology, Spring 2021

Teaching Award for Sustainable Art & Outreach, Georgia Institute of Technology, Spring 2020

Grant through Serve-Learn-Sustain, Georgia Institute of Technology, Fall 2019

Dean's Distinguished Teaching Award, University at Buffalo, April 2018

Agee Award, University at Buffalo English Department, May 2016

McNulty Award, University at Buffalo, English Department, April 2014

English Department 1st Place Syllabus Prize, April 2014

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## PRESENTATIONS

“Artificial intelligence, machine learning, and the liberal arts.” *Liberal Arts Colleges and the Future of Work*. Franklin and Marshall College. June 2023.

“How Did this Go Viral? Social Media's distribution channel for business communication” *Association for Business Communication*. Miami, FL. Oct 2022.

“TikTok vs. Taylor Swift: How the viral video platform has upended the music industry.” *Popular Culture Association*. Seattle, WA (held virtually). April 2022.

Keynote speaker for Public Relations Student Society of America (PRSSA) at Grand Valley State University, April 2019.

“Death Becomes Us: Suicide’s Queering Dissonance.” Paper Presented at Queer Places, Practices, and Lives III. Ohio State University, May 12 & 13, 2017

"Homogenization Nation: The Consolidation of Live Music and Washington D.C.'s D.I.Y. Fight." Presented at the Popular Culture Association of Canada, Niagara Falls, Ontario, Canada, May 4-6, 2017.

"Annihilation is an Energy: Queer Potential in the Live Music Space of N.Y.C.'s No Wave Scene." Paper presented at the Mid-Atlantic Popular & American Culture Association. Atlantic City, NJ, November 2016.

"Intimate Alienation: No Wave's sonic assault and queer potentiality in live performance, 1978-1982." Paper presented as part of the "Works in Progress" series through U.B.'s Queer Studies, March 2016.

“The Play’s the Thing: Toward Performative Pedagogy in English Language Learners.” SUNY Council of Writers, September 2015.