

# FINN MACTAGGART

## BIOGRAPHY

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I was raised in London but completed the final year of my degree in New York City, writing my dissertation on Gangsta Rap. After graduating, I interned at Mass Appeal Records before being offered the position of Product Manager. During this time, I also worked as Music Editor for cult online art magazine DIS. I returned to London in 2014 to focus on the avant-garde pop label PC Music that I had been developing with founder A. G. Cook, culminating in us signing to Columbia Records in 2015. I left PC Music the following year to work freelance as a director working within the fashion industry.

## PERSONAL DATA

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**Date of birth:** 24/08/1991

**Place of birth:** Glasgow

### Languages:

English (native)  
Spanish (intermediate)

### Proficient with:

Microsoft Office  
Adobe Premiere Pro  
Adobe Photoshop  
Ableton Live  
Shopify

## EDUCATION

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**Queen Mary, University of London** 09/2010 - 05/2013 BA History with First Class Honours

## EXPERIENCE

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<b>Freelance Director</b>	3/16 - present	Director of fashion films for award-winning independent fashion brands, including Wales Bonner and Telfar. Working in addition to create soundtracks for shows across London and New York Fashion Week schedules.
<b>PC Music Creative Director</b>	3/14 - 3/16	Establishing member of avant-garde pop label responsible for directing live events, creative direction of music videos as well as label and artist management.
<b>DIS Magazine Music Editor</b>	7/13 - 8/15	Curator of all music content including mixes and video premieres from artists such as Kelela and Princess Nokia. Writing editorial content and providing additional web design support for bespoke sites.
<b>Mass Appeal Records Product Manager</b>	5/13 - 3/14	Responsible for physical product delivery, sales reporting, online store maintenance, cataloging and stock maintenance and liaising with artists. Supported campaigns for Pusha T and Schoolboy Q.

## ADDITIONAL ACHIEVEMENTS

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3/15	• Director of SXSW label showcase and SXSW event for Boiler Room.
5/15	• Director of "Pop Cube" event for RBMA Festival New York.
5/15	• Art directed Guardian Guide cover.
12/15	• Director of video premiere event in Beijing for Chinese pop star Li Yuchun.
3/16	• Named one of Complex Magazine's "30 Under 30: Music Industry Creatives".
11/16-10/19	• Resident DJ on Rinse FM.
8/17	• Chair of "Stance: The Politics of Fashion" panel at Tate Britain.
3/18	• Released EP on Swedish record label Emotion.
12/16-10/19	• Ran my own regular club night at venues in New York, Paris and London.
2/18-10/19	• Artist support for SOPHIE on three tour dates, including at London's Fabric.
10/19	• Guest lecturer at London College of Fashion.
1/17-present	• Chair of live fashion review panels for SHOWstudio.