



Frances Alicea · 3rd
 Co-Founder at HUMBLEROOTS FARM & APOTHCARY
 United States · [Contact info](#)
 500+ connections



- HUMBLEROOTS FARM & APOTHCARY**
- Southern New Hampshire University**

Experience



Co-Founder
 HUMBLEROOTS FARM & APOTHCARY
 Jan 2020 – Present · 2 yrs



Owner
 Ocean Mist Properties · Full-time
 Mar 2020 – Present · 1 yr 10 mos
 Rincon, Pr, Puerto Rico

Oceanmist Properties and Events was created in order to manage multiple properties within my family. Taking my expertise with event logistics and coordination, the properties pose the perfect backdrop for weddings, fashion shows, and pop up dinners. As the sole owner, I manage all aspects of the company including management, marketing, accounting ...see more



National Sales Assistant
 iHeartMedia · Full-time
 Mar 2016 – Mar 2017 · 1 yr 1 mo
 Indianapolis, Indiana Area

As a national sales assistant I acted as an extension of the sales team by assisting with product pricing, sales development, material creation, marketing communications, as well as sponsorship proposals. I worked closely with the local Account Executives to prepare presentations for clients on nationally recognized brands.



Logistics Coordinator
 Live Nation Entertainment
 Apr 2013 – Mar 2016 · 3 yrs
 Indianapolis, Indiana Area

As a Logistics Coordinator I worked closely with the talent agent to ensure that events were being booked cohesively and accordingly to our venue. I maintained confidential client communications, and assisted in the event planning process from start to finish. I was able to also establish a successful internship program and maintained relationships with tñ ...see more



Promotions Tech
 iHeartMedia
 Jun 2013 – Feb 2014 · 9 mos
 Indianapolis, Indiana Area

During my time as a Promotions Tech, I was able to learn about the marketing and promotions department within radio. I was able to coordinate with the Promotions director to effectively execute events within the city of Indianapolis, in addition to gaining more knowledge of nonprofit partnerships, as well as working with national artists. This position was al ...see more

Show 4 more experiences ✓

Education

Education



Southern New Hampshire University

Master's degree, Music Business
2017 – 2019



Indiana University-Purdue University at Indianapolis

TCEM Certificate, Events Management
2012 – 2013



Indiana University Bloomington

Criminal Justice, Criminal Justice and Spanish
2007 – 2010

Criminal Justice Major
Spanish Minor

Licenses & certifications



Events Management Certificate

IUPUI



Paralegal Certificate

Purdue University