Nelson Hylton

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Artists & Labels Rep

Artist & Label Relations | Independent Music | Strategic Partner Management | Release Planning | Industry & Community Engagement

Profile

Music industry professional with 7+ years building relationships with artists, labels, managers, publishers and promoters across independent music, artist management, A&R and BBC Radio. Created and presented Radio 1's Future Alternative, growing it to 50,000+ BBC Sounds subscribers and 40,000+ BBC Introducing submissions, and supported 200+ emerging artists through Upgrade Sounds across 120+ shows and 20,000 tickets sold. Built the Various Showcase nights with Upgrade, and now helps secure agents and partnerships across five artist accounts at SB3 Management. Confident pitching, presenting and representing artists at showcases, festivals and industry events, and a Roundhouse Ambassador.

Experience

Day-to-Day Manager — **SB3 Management** | July 2026 – Present

- Helped secure a European live agent and a brand/speaker agent for Victoria Canal and advanced 10 performances as part of the wider reshaping of her business.
- Delivered The Boxer Rebellion's North American tour and Harriet Rock's debut UK live shows by coordinating artists, management teams and external partners.
- Delivered four presentation decks plus one-sheets, master decks, partnership presentations and artist roadmaps supporting artist promotion and partnerships.
- Manage live, creative, commercial and administrative projects across five artist accounts: Katie Melua, The Boxer Rebellion, Nathan Nicholson, Harriet Rock and Victoria Canal.
- Enabled live-performance royalty collections for Harriet Rock and The Boxer Rebellion by handling PRS registrations and setlist submissions and supporting onboarding to royalty and neighbouring-rights services.
- Assessed touring opportunities across the UK, US, Canada and Mexico by researching shows, festivals, territories and prospective booking agents and compiling agent hitlists.
- Keep four to five projects moving at once with booking agents, A&Rs, publicists, festival teams, brand representatives and manufacturers.

A&R Scout → A&R Coordinator — **Various Artists Management** | August 2023 – May 2026

- Created two artist showcases, putting the roster in front of labels, publishers and industry partners, by originating the concept and partnering with Scruff of the Neck.
- Supported the assessment of 60 prospective signings over three years by compiling weekly UK-wide show lists tracking performance locations and industry interest.
- Landed every release on its planned date by coordinating record campaigns and singles end to end across artists, managers, labels, publishers and legal partners.
- Maintained a shared network of 500+ industry contacts across major and independent labels, management companies, publishers, agents and promoters for A&R, management and senior leadership.
- Organised two independent showcases, two UK festival partnerships and six networking events in one year, and coordinated company appearances at events such as TGE.
- Earned promotion from A&R Scout to A&R Coordinator after 18 months while supporting activity across management, records and publishing.

Founder and Curator — **Upgrade Sounds** | February 2023 – July 2026

- Supported 200+ emerging artists and grew the platform from 100-capacity rooms to 500–1,000-capacity venues through social media, high-profile interviews and live promotion.
- Sold 20,000 tickets across Upgrade Sounds shows, including 800+ for Himalayas' biggest headline show to date at Cardiff's 1,000-capacity Tramshed.
- Delivered 120+ shows over three years across at least seven UK cities, including London, Manchester, Birmingham, Leeds and Glasgow.
- Secured a five-date Himalayas tour through a partnership with DF and Liquid Death drinks support for two appearances by building commercial and promoter relationships.

- Generated 100,000+ views across a 12-episode artist interview and live content series featuring LOLO, Chrissy Costanza, NOAHFINNCE and Bambie Thug.
- Kept artists and managers informed across 120+ shows with weekly ticket-sales reports and forecasts.

Broadcasting

Presenter — BBC Radio 1, Future Alternative | December 2020 – September 2024

- Built Future Alternative into a programme with 50,000+ BBC Sounds subscribers and regular top-five BBC Sounds chart positions by pitching an underserved young alternative audience to the BBC.
- Attracted 40,000+ BBC Introducing uploader submissions by developing the show from concept into an established destination for emerging alternative music.
- Championed hundreds of under-represented and emerging artists, playing 20 tracks per weekly show for around 50 weeks a year.
- Helped secure Big Weekend opportunities for South Arcade and Erin LeCount, and Radio 1's New Music Live for South Arcade, by lobbying for them within the BBC.
- Secured exclusive content, including a UK-exclusive Demi Lovato interview, through relationships with artists, managers, labels, promoters and publicists.

Producer and Assistant Producer — BBC Radio 2 and BBC Radio 1 | February 2019 – August 2023

- Produced Claudia Winkleman's weekly Radio 2 programme for 3.93 million listeners (2021 RAJAR) and the 20-part podcast Everything is Emo with Hayley Williams.
- Originated Daily Delivery, a weekly Radio 1 feature showcasing new music at midnight as it reached streaming platforms, and contributed weekly to Jack Saunders' Next Wave.
- Helped coordinate two national outside broadcasts, including Radio 1's Big Weekend, covering risk assessments, presenting schedules and personnel logistics.

Community

Ambassador — Roundhouse

- Support the Roundhouse's creative programme for young people as one of its industry ambassadors, having started there as a young creative myself.

Education

BA English Literature | 2:1 — University of Portsmouth

A Levels: English, Drama, Finance — Darrick Wood Sixth Form | GCSEs: 10 A–C grades including English, Maths and Science

Skills

- **Artist & Label Relations:** recruiting, onboarding and championing artists, labels and artist teams
- **Strategic Partner Management:** commercial relationships with labels, artists, managers, publishers, agents and promoters
- **Independent Music Expertise:** independent labels, artist communities and emerging talent
- **Release Planning & Campaign Execution:** single and record campaigns, release administration and audience development
- **Presentation & Pitching Skills:** strategic presentations, partnership decks, one-sheets and pitches
- **Industry & Community Engagement:** showcases, festival partnerships, networking events, broadcast presenting and interviewing
- **Cross-Functional Collaboration:** editorial, marketing, legal, label and management teams
- **Analytical & Insight-Driven Thinking:** ticket reporting, forecasting, show tracking and Google Analytics
- **Rights & Royalties:** PRS and PPL registrations, neighbouring rights and distributor registrations
- **Tools:** Excel, PowerPoint, Word, Google Workspace, Asana, Trello, Confluence, Jira, Canva, CapCut, Adobe Premiere