



**Ariel Hyatt**  
**Founder**  
**Ariel Publicity & Cyber PR**

Ariel Hyatt is the founder of Ariel Publicity & Cyber PR a New York based digital firm that connects artists, authors and filmmakers to blogs, podcasts, Internet radio stations and social media sites. Over the past 13 years her firm has represented over 1,400 musicians of all genres.

Several times a year, she leads sold-out workshops to musicians and music industry professionals looking to learn about Social media and online marketing. Her bi-weekly ezine and YouTube series "Sound Advice" has over 10,000 subscribers and the list is steadily growing.

Ariel has written dozens of articles on how to navigate the "new" music business and her book: Music Success in Nine Weeks is available at Amazon. She is a contributing blogger to Music Think Tank, and she has spoken at countless music conferences over the years including SXSW, CMJ, The Future of Music, ECMAs & OCF (Canada), CMJ, NARAS, The Taxi Road Rally and The BMI Music Panel Series. She also proudly serves on the board of Sweet Relief. Sweet Relief Musicians Fund provides financial assistance to all types of career musicians who are struggling to make ends meet while facing illness, disability, or age-related problems. Please see [www.arielpublicity.com](http://www.arielpublicity.com).