

Music You're Missing Goes Independent: Expands into Creative Agency

Music You're Missing expands beyond its podcast roots into a full-service creative agency, offering talent buying, content creation, and strategic guidance to connect artists, venues, and brands.



Boston, Massachusetts Mar 4, 2025 ([Issuewire.com](https://www.issuewire.com)) - After a multi-year partnership with Boston podcast network Big Night Media, [Music You're Missing](https://www.musicyouremissing.com) is entering a new chapter—one defined by independence and expansion. What began as a grassroots podcast has evolved into a respected name

in the music industry, known for its commitment to spotlighting emerging talent. Now, the platform is taking the next step—not just bringing all production in-house but launching a **full-service creative agency**.

The Evolution of [Music You're Missing](#)

Music You're Missing began as a passion project, highlighting underrated artists through its podcast and curated Spotify playlist. As the platform gained recognition—**amassing over 25,000 followers, broadcasting live from top music festivals, and working alongside heavy hitters in the industry**—it evolved into more than just a podcast, with artists, venues, and brands alike looking to collaborate with MYM. As opportunities expanded beyond the podcast, founder **Brendan Jeannetti** recognized the need to consolidate MYM's growing influence.

"Music You're Missing was already functioning as more than a podcast," Jeannetti explains. "We were booking talent for venues, consulting artists on marketing strategy and distribution, and running creative campaigns for brands. Taking a step back to build the backend infrastructure and position MYM as a creative agency was a necessary and strategic move."

What [Music You're Missing](#) Offers

With a successful portfolio behind them, Music You're Missing **now offers a suite of services** designed to bridge the gap between artists, venues, and brands. The agency specializes in:

- **Talent Buying** – Curating and booking live music for venues and events, ensuring unforgettable audience experiences.
- **Artist Management** – Providing short-term management and strategic guidance to elevate artists' careers.
- **Creative Activations** – Partnering with brands and businesses to integrate music and entertainment into their strategies through authentic, impactful campaigns.
- **Content Creation** – Producing high-quality visuals for artists and brands, including concert photography, music videos, lyric videos, event recaps, and more.

What Sets [Music You're Missing](#) Apart

Unlike many organizations in the music industry, Music You're Missing **was** built from the ground up. Jeannetti didn't come from a music industry lineage or have financial backing from major investors. Every milestone MYM has reached is a product of direct industry experience, formal music business education, and a deep understanding of what independent artists and brands actually need to thrive.

"Too many people in this industry say, 'Let's take you to the moon.' That's not realistic," says Jeannetti. "Growth in music takes time, the right opportunities, and a clear strategy. MYM is here to help artists, venues, and brands make informed decisions that actually move them forward."

MYM takes a **strategic, no-nonsense approach** to its work—ensuring that every campaign, collaboration, and project leads to **real, tangible growth**.

"We take a **realistic** approach with every client," Jeannetti adds. "It's easy to get caught up in visions of grandeur in the music industry, but our job is to educate, set realistic expectations, and create a plan that actually leads to growth. We work with artists, venues, and brands to ensure their efforts aren't just creative, but **strategic and sustainable—helping them build something legitimate and lasting.**"

What's Next?

With the expansion of Music You're Missing's offerings, the internal team is growing—not just to enhance content output, but to foster a more collaborative creative environment. The agency now includes:

- **Keegan Gleason** – Editorial Assistant
- **Carly Scheidemantel** – Marketing Assistant
- **Josh Allard** – Head Content Producer

This expansion allows for greater creative output and more opportunities to support clients at every level.

Additionally, MYM is introducing an **expanded editorial presence** with a brand-new blog featuring industry insights, concert reviews, episode recaps, and more, further solidifying MYM as a trusted voice in music culture.

The **podcast remains a core pillar of MYM**, but with a new, more personal format. Now produced independently, the show will take on a peer-to-peer approach, diving deeper into artist conversations beyond standard interview questions. The goal is to create meaningful discussions that explore not just the music, but the business and personal journeys behind it.

“What excites me most about this next step for Music You're Missing is having a dedicated team to collaborate with,” says Jeannetti. “For the first time, I have people I can bounce ideas off of, ask for insight, and truly work alongside. It's not just about growing the brand—it's about learning from each other and building something that has real impact for MYM and our clients.”

With a growing roster of clients and an expanding team, this is an exciting time for Music You're Missing—and for those looking to collaborate with a brand that genuinely understands the music industry.

For more information, visit musicyouremissing.org.

Media Contact

Music You're Missing

*****@gmail.com

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