



NAME

Marketing & creative professional with
15 years' experience.



emailaddress@gmail.com



Phone Number



Address, City



@instagram



linkedin.com/in/profile_user_name



@twitter_username



YouTube Demo Reel

PERSONAL BACKGROUND

Innovative executive with extensive marketing experience in the music, entertainment and pop culture markets. Natural storyteller with strong working knowledge of the digital and social media landscape. Producer of marketing and promotional campaigns that entertain, educate and engage. Collaborative communicator and leader focused on building relationships and promoting synergy across business lines to drive positive change. Creative and cohesive business approaches that enhance ROI.

AREAS OF EXPERTISE

- Strategic planning
- Digital & social media
- Research & analytics
- Consumer & community engagement
- Integrated sales & marketing
- Music licensing & sync
- Relationship management
- Management, label & artist relations
- Content ideation & production
- Project management
- Budget compliance & PnL
- Event management & production

EDUCATION & TRAINING

Bachelor of Arts in Radio & Television Arts
University Name | Location

Certification - Events & Meeting Management
College Name | Location

PROFESSIONAL EXPERIENCE

COMPANY NAME | 2016 - 2018

A DIVISION OF COMPANY NAME

SENIOR ACCOUNT MANAGER

- Promoted to management within one year of employment in recognition of extraordinary results, leadership and professionalism.
- Developed \$1.3M worth of business in 2018 through networking, relationship management, artist collaborations and ideation of digital-first music campaigns.
- Developed, implemented and managed all campaign PnLs, with 100% of campaigns coming in either on or under budget.
- Increased 2018 revenue stream by over 100% to \$850K as lead on largest client account.
- Spearheaded the creation of a new artist influencer partnership vertical valued at over \$150K in 2018.
- Conceptualized, planned and produced best-in-class integrated advertising, marketing campaigns and events featuring innovative content and storytelling solutions across platforms including digital, social media, influencer programs, broadcast, print, radio, experiential and live events, live stream, AR, VR and 360 video.
- Built and fostered relationships with partners including artists, labels (List of label names omitted), management, booking agents, media agencies, creative and production teams, sponsors and C-Suite executives to conceptualize and execute strategies and marketing campaigns to inspire consumer awareness and drive conversion.
- Responsible for budget projections, performance numbers, and collecting and evaluating analytics data using tools like Spotify and Google Analytics to develop strategic action plans and deliver on client KPIs.



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CLIENT HIGHLIGHTS

Project Name
(Details)

Project Name
(Details)

Project Name
(Details)

Project Name
(Details)

Project Name
(Details)

Project Name
(Details)

Project Name
(Details)

Project Name
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Project Name
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Project Name
(Details)

Project Name
(Details)

Project Name
(Details)

Project Name
(Details)

PROFESSIONAL EXPERIENCE

COMPANY NAME | 2011 - 2016

MEDIA STRATEGIST, BRAND EXPERIENCES

2014 - 2016

INTEGRATED PROJECT MANAGER, CLIENT SOLUTIONS

2011 - 2014

- Created complex, custom content and event programs achieving 43% revenue growth.
- Budget management expertise resulted in a minimum of 20% in earned revenue on all client campaigns.
- Implemented cost controls, time management strategies, effective communication, and leadership to deliver 95% of campaigns on or under budget.
- Oversaw multi-platform campaign conceptualization, development, and execution of integrated marketing campaigns for Lifestyle & Culture advertisers across (Company Name) Media properties.
- Managed all phases of development based on real-time analysis and application of data as well as input of internal revenue groups, editorial teams and content creators.
- Collaborated effectively with diverse, dynamic teams including broadcast producers, magazine editors, vendors, talent and management to develop unique partnerships, facilitate the coordination of high-quality outputs, and ignite superior consumer engagement.
- Provided hands-on client counsel and project management to meet tight deadlines across integrated marketing channels including digital and social media, TV, print, radio, OOH, XM, events, retail POS, partnership, sponsorship, in-show integrations and SEM.
- Consistently assigned to high priority clients and specialty programming including (list of television programs omitted).