

NAME Marketing & Creative Professional

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Entrepreneurial, innovative executive with extensive marketing experience within 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 consumers. Collaborative communicator and leader continually focused on building relationships and promoting synergy across business lines to drive positive change. Cohesive, comprehensive business approaches that enhance ROI. Full integrated media knowledge with experience working with all major labels (label names omitted) and their distributed label partners.

Areas of Expertise include:

- 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 Compliancy & PnL
- Event Management & Production

Professional Experience

COMPANY NAME • Location • 05/2016 to 10/2018
A Division of Company Name

SENIOR ACCOUNT MANAGER

Conceptualized, planned and executed best-in-class integrated marketing campaigns through the creation of unique artist partnerships, commercial music licensing, content solutions, sponsorships, strategic media planning and events. Results oriented leader responsible for budget projections, performance numbers, collecting and evaluating analytics. Collaborate with internal and external C-Suite and executive leadership, labels, promoters and artist management to conceptualize and execute strategies and marketing campaigns to inspire consumer awareness and conversion.

Key Accomplishments:

- Effective leader with management experience. Received promotion within one year of employment in recognition of extraordinary results and professionalism.
- Developed \$1.3M worth of business in 2018 through ideation of best in class, digital-first music campaigns, relationship management, networking, and artist collaborations.
- Planned, executed and managed all campaign PnLs, with 100% rate of campaigns coming in on or under budget.
- Owned all agency licensing and sync negotiations for editorial and branded content in Canada.
- Wrote creative briefs and produced content for advertising and marketing including digital, social media, influencer programs, broadcast, print, radio, experiential and live events.
- Built and fostered relationships partners; artists, labels (label names omitted), management, booking agents, media agencies, creative, production, C-Suite executives.
- As lead on largest client account, increased 2018 revenue stream by over 100% to \$850K.
- Spearheaded the creation of a new artist influencer partnership vertical valued at over \$150K in 2018.
- Analyzed insight tools and databases including Spotify, Google analytics to extract insights and developed strategic action plans to deliver on client KPIs.
- Delivered and produced innovative content and storytelling solutions including live stream, AR, VR and 360 video.

COMPANY NAME • Location • 2011 to 2016

MEDIA STRATEGIST, BRAND EXPERIENCES • 2014 to 2016

Executed all activities related to the development of integrated marketing campaigns for Lifestyle and Culture advertisers across (Company Name) properties. Managed all phases of development including concept development based on consumer insights; Ensured media optimization and real time analysis of data to improve results. Spearheaded the creation of successful RFPs across traditional and emerging platforms; managed the input of internal revenue groups, editorial teams and content creators.

Key Accomplishments:

- Created complex, custom co-branded content and event programs achieving 43% revenue growth.
- Budget management expertise resulted in a minimum of 20% in earned revenue on all client campaigns.
- Collaborated with broadcast producers, magazine editors, artists & talent to create unique partnerships and marketing content.
- Ability to analyze (Company Name) properties to identify the specific, qualified audience whose interests and consumer behaviour dovetail with client's brand message to ignite superior consumer engagement.
- Heavy hands-on client counsel across integrated marketing channels including editorial, partnership, sponsorship, in-show integrations, all digital and social media channels, social and SEM.

INTEGRATED PROJECT MANAGER, CLIENT SOLUTIONS • 2011 to 2014

Oversaw multi-platform campaign conceptualization, development, and execution; managed all elements to ensure their alignment with client expectations, on budget and within project scope; Expert in leading and managing 360 multi-media campaigns from planning through to implementation and analysis; Liaised effectively with diverse, dynamic teams to facilitate coordination and high-quality outputs. Negotiated and finalized vendor contracts. Enthusiastic problem-solver.

Key Accomplishments:

- Implemented cost controls, time management strategies, and effective diplomatic communication leadership to deliver 95% of campaigns on or under budget.
- In demand project manager assigned to high priority clients and specialty programming including (list of programs omitted).
- Demonstrated ability to manage multiple projects within strict deadlines in the areas of digital, social media, TV, print, radio, OOH, XM, events, retail POS, and new technologies.
- Built customized workflow systems and ran ongoing internal program meetings, including weekly status check-ins and analytics monitoring.

COMPANY NAME • Location • 2011 to 2016

SOCIAL MEDIA SPECIALIST – FILM & TELEVISION

Administered various clients' social media platforms to increase engagement and reach among target audiences. Created and published original content; engaged with followers; leveraged relationships to promote brand awareness

COMPANY NAME • Location • 2005 to 2010

SENIOR CONTENT & TRAFFIC COORDINATOR

Coordinated out-of-home stations and networks to ensure the scheduled and prompt installation of client media on aggressive deadlines. Led all activities related to traffic management software, training and providing subject matter expertise as necessary.

Education & Training

Bachelor of Arts in Radio & Television Arts

UNIVERSITY NAME | Location

Certified in Events & Meeting Management, College Name

Client Highlights

(List of Client Highlights Omitted)