

Phillip Randall Peery | Media & Entertainment: Digital Marketer

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Relevant Experience

- Fame House (Universal Music Group): Paid Media Marketer – Philadelphia, PA Aug 2018 – Sept 2019
 - Execute & optimize paid digital media campaigns for artists, labels, promoters, and brands to exceed KPI's
 - Manage an EDM promoter's account executing over 100 social conversion ad campaigns a month for tours and festivals
 - Create and execute paid marketing plans using influencer marketing through UMG Brands
- Radio One: Integrated Marketing Manager – Philadelphia, PA April 2017 – July 2018
 - Executed and optimized digitally integrated marketing campaigns including Web/Mobile/Geo/Social. Increased paid social profit margins by over 20%
 - Created and published engaging content for clients using the station websites and social media. I had success with community growth & audience engagement campaigns, specifically when promoting concerts.
 - Maintained subscriber databases to activate targeted segmented audience marketing campaigns reaching nearly 100,000 users.
 - Designed and created a website to showcase Radio One Philadelphia's advertising capabilities heading 40% more sales leads.
r1philly.wordpress.com
- QVC: Talent Service Coordinator – West Chester, PA Oct 2016 – May 2017
 - Supported all content production by coordinating changes and overseeing studio flow
 - Exceeded goals by coaching and having guests on set with at least 5 minutes to spare 99% of the time
- NPR - WXPB – World Café: Programming Intern – Philadelphia, PA Jan 2016 – May 2016
 - Entertained artist requests during in studio and live performances
 - Managed World Café bookings and broadcast calendars
- UltraDJ Management: Assistant Booking Agent Intern – London, UK Jan 2015 - April 2015
 - Created promotional mail outs and prepared press kits
 - Assisted with making travel arrangements & booking requests
- WHIP Temple University Student Radio: Executive Producer – Philadelphia, PA Oct 2013 – Dec 2014
 - Scouted and scheduled Guest DJ's for Watts On The Weekend an EDM radio show
 - Responsible for digital marketing and created promotional materials (audio & graphic promos)
 - Managed the show's partnerships with local venues and promoters growing listenership by 150%

Additional Experience

- Insomniac Events: Headliner Experience; Festival Operations – Los Angeles, CA May 2016 – Present
- Live Nation- Fillmore Philadelphia: Guest Services – Philadelphia, PA Feb 2017 - Present
- MRS Audio Visual: Audio/Visual Technician – Philadelphia, PA Aug 2015 – Dec 2016
- Viacom – MTV On-Air Promos: Creative Intern – NYC, NY Sept 2014 – Dec 2014
 - Created an unofficial promo for Ridiculousness -- <http://youtu.be/PRMZltlBR4Y>
 - Assisted with production for Guy Code & Got Your 6
- Phillybass'd Entertainment & Records: Marketing & Social Media Analyst Intern – Philly, PA May 2014 – Sept 2014
 - Managed 3 client accounts – social media, marketing, promotional campaigns, press kits

Education

Temple University: School of Media and Communication - Philadelphia, PA

Bachelor of Arts in Media and Communication | Media Business and Production, GPA: 3.6

Fox School of Business: Entrepreneurship and Innovation Management Certificate

Study Abroad: Imperial College of London – British Mass Media

Skills & Interests

- Adobe Audition & Photoshop; Microsoft Office Suite – Excel, Powerpoint
- Facebook Ad Manager, Google Analytics, DFP
- Center for Sales Strategy certified
- Wordpress
- Music & Entertainment Industry Research
- Branding & Promotions
- Booking & Logistics
- Attentive & Analytical