Phillip Randall Peery

Digital Marketer: Media & Entertainment

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EXPERIENCE

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 revenue by over 20%
- Created and published engaging content for our clients using the station websites and social media
- 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 leading to 40% more leads. r1philly.wordpress.com

QVC: Talent Service Coordinator

West Chester, PA Oct 2016 – May 2017

- Supported content production by coordinating and overseeing studio flow
- Coached guests on best practices for on-air and mic'ed them

NPR - WXPN – 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 Intern

London, UK Jan 2015 - April 2015

- Created promotional mail outs and prepared press kits
- Assisted with making travel arrangements & booking requests

WHIP Temple Student Radio: Executive Producer

Philadelphia, PA Oct 2013 – Dec 2014

- Scouted &scheduled Guest DJ's for Watts On The Weekend EDM show
- Responsible for digital marketing and created promotional materials
- Managed the show's partnerships with local venues and promoters

Viacom MTV: On-Air Promos Creative Intern

New York City, NY Sept 2014 – Dec 2014

- Created an unofficial promo for Ridiculousness -- http://youtu.be/PRMZltlBR4Y
- Assisted with production for Guy Code & Got Your 6

SKILLS

- ADOBE SUITE
- PAID SOCIAL
- WORDPRESS
- MICROSOFT OFFICE

EDUCATION

BA @ Temple University

School of Media and Communication

Graduation: May 2016 | GPA: 3.6

Entrepreneurship and Innovation Management Certificate

Imperial College of London – British Mass Media

ADDITIONAL EXPERIENCE

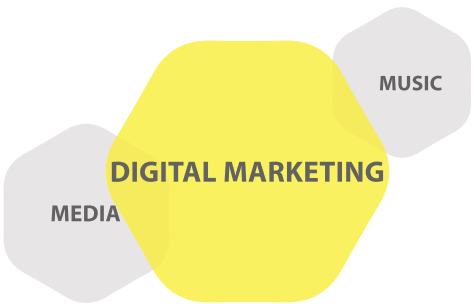
Insomniac Events: Customer Experience (CX)

Live Nation- Fillmore Philadelphia: Guest Services

MRS Audio Visual: Audio/Visual Technician

Phillybass'd Entertainment & Records: Social Media Intern

HIGHLIGHT



INTEREST

DIGITAL MARKETING | BRANDING | MUSIC | TRAVELING | BIKING