

# Phillip Randall Peery | Media & Entertainment: Digital Marketer

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## Relevant Experience

- Entercom: Digital Project Manager; Multi-Market – Philadelphia, PA Feb 2020 – Present
  - Manage digital campaigns tracking timelines/due dates for campaign deliverables, launches and/or revisions.
  - Monitor campaigns to ensure they are hitting the agreed-upon goals during their flights and recommend optimizations.
  - Prepare performance reports for digital campaigns and provide results to client.
- 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.
- QVC: Talent Service Coordinator – West Chester, PA Oct 2016 – May 2017
  - Supported all content production by coordinating changes and overseeing studio flow
- 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

- Keystone Shops: Dispensary Technician – Philadelphia, PA Aug 2019 – Present
- 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/PRMZItlBR4Y>
  - 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