

Rochelle Goldsmith

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Passionate, savvy, and driven product manager and marketing professional who is detail oriented and creative. Effective communicator with ability to organize vast amounts of information and create marketing material for internal and external use.

EXPERIENCE

Network Product Manager / Marketing Manager, Berklee College of Music, Boston, MA, May 2010- December 2012

The Berklee Music Network is an online community of Berklee students, staff, faculty, and alumni. This network provides a platform where performers, composers, producers, managers, and music industry professionals can find work, collaborate, get deals on gear, software, and services, and advance their careers. (www.berkleemusicnetwork.com)

Berkleemusic is the online continuing education division of Berklee College of Music. Berklee offers over 150 online music courses and certificate programs in a variety of categories. (www.berkleemusic.com)

- Launched brand new career development portal for an exclusive community and project manage the planning, production, and execution of site design, development, and membership
- With classroom presentations, outgoing newsletters (via Marketo), and links from Berklee web properties, I increased total Network membership by 13% in fourteen months (Staff by 64%, Alumni by 61%, Campus Students by 52%, Campus Faculty by 42%, Online Faculty by 42%, and Online Students by 21%)
- Develop outreach and retention with musicians, songwriters, producers, and businesses in the music industry, working closely with web developers, marketing staff and college Faculty
- Acquire, manage, and build all partnerships which provide exclusive discounts to the community and increased visibility for partners. A partial partner list includes: Akai, Alfred Music Publishing, ASCAP, Bandpages, Bandzoogle, Bass Player Magazine, Billboard, Cakewalk, CD Baby, D'Addario, Disc Makers, EastWest, Guitar Center, IK Multimedia, iZotope, Mobile Roadie, PreSonus, M-Audio, Numark, SoundCloud, Topspin, TuneCore, and Waves
- Work with the Berkleemusic Marketing Department on business development efforts to acquire and convert leads with the use of customized campaigns, contests, and more than 15 cross-promotional exchanges on a quarterly basis
- Using Smartsheet, Google Drive, and weekly meetings I implemented various workflow and content traffic solutions to streamline business processes and ensure asset delivery to Affiliate and Paid Media Partners
- Coordinate creative asset traffic between external partners, media buys, and the Marketing Department
- Utilize social web for customer service, consumer engagement, business development and brand awareness, product management, and traffic
- Measure and analyze statistics on site usage; utilize Google Analytics and Google DFP to ensure delivery of advertisements
- Coordinate and develop programming and content such as news and updates, faculty webinars, open houses, contests, and other marketing campaigns
- Perform Quality and Assurance testing across browsers and end-users to find and monitor bugs that are required to keep the website running smoothly
- Nominated and selected to serve as Secretary for the Personnel Committee; take initiative to organize staff events, obtain corporate donations, document and distribute meeting minutes, and assist in morale building across the campus

Marketing Consultant, LYP Consulting, Framingham, MA, April 2010- Current

- Provide detailed reviews and guidance on multiple web platforms, ensuring a cohesive web presence for a variety of companies. Previous clients include companies in retail, the music industry, health and fitness industry, and auto brokering
- Offer recommendations for search engine optimization, lead generation, lead nurturing, and social media presence improvements
- Perform market research and deliver raw data as well as visually compelling results in various presentation formats
- Assist with various forms content creation for official websites, blogs, social media, and other online presence areas
- Vet and implement new organization, workflow, and time management processes for more effective outcomes

General Manager, Mass Appeal Entertainment, Boston, MA, 2006-2010

Mass Appeal Entertainment is a Boston-based record label with divisions in Artist Management, Publishing, Production, and Recording. They facilitate the creative process and release music projects from a multitude of artists from various music genres.

- Overall execution with Marketing, Promotion, Advertising, and Publicity campaigns for 7 artists/projects simultaneously
- Created marketing presentations and proposals with emphasis on bottom-lines for acquisition of new business, to gain investors, and train administration
- Implemented new media initiatives to increase online exposure of multiple Mass Appeal Entertainment artists
- Social network and media specialist (Wordpress, Facebook, MySpace, Twitter, Reverbnation, iMeem, iLike, etc.)

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- Built Google Ad campaigns and effectively select appropriate bids and key content placements
- Created HTML code and promotional copy for internal and external newsletters read by audiences of up to 10,000 and blogs and microblogs with readerships of up to 50,000
- Prioritized necessary elements of \$150,000 media buys for 10 urban radio stations and 3 cable networks nationwide, as well as more than 20 targeted websites
- Developed and executed contests and giveaways through various on-line and off-line platforms
- Organized and expedited content for promotional material and worked directly with Graphic Designers to oversee completion by deadlines
- Monitored ratings systems SoundScan and BDS to determine the value and distribution of marketing budget which averages about \$100,000 per project
- Responsibility for all staff and interns, as well as recruiting interns from local colleges and the internet
- Managed office, corporate accounts, and invoices for hotels, office material, transportation services, etc
- Maintained personal interaction with fans and create new fan base while sustaining loyalty in current fans
- Delegated promotional responsibilities to 50 members national street team at special events, show venues, retail outlets, and radio appearances
- Responsible for road management of artists including proper timing for arrivals/departures for all traveling members, playing music on cue and managing driver schedule

Brand Ambassador, Paradise Promotions, Boston, MA, 2007- 2008

- Contributed creative ideas and concepts to promotional campaigns, including creation of mixed drinks and sponsorship suggestion
- Conveyed brand awareness to on-premise consumers and increased product sales throughout the Boston market

Artist Manager/Promotions Director, Illville Entertainment, Framingham, MA, 2002 – 2007

- Developed material/company documents used to advance artists' careers including fundraising material, grant proposals, biographies and press releases at this independent music label
- Successfully planned and executed Illville Entertainment's First Annual '3 on 3 Charity Basketball Tournament'
- Negotiated and followed through regarding contracts including financial compensation for engagements and advertising
- Managed logistics of national tour (transportation, hotel accommodations, and total budget control)
- Represented and introduced artists at public events and in media and booked MC's, DJ's, and Dancers for local and national venues
- Promote artists' music, live performances, and merchandise to tastemakers and key DJs and managed fan base and email lists
- Initiated sales and advanced distribution of compact discs and other promotional materials

Office Assistant, Hayman Barwell Jones Ltd., London, UK, 2005

- Created dozens of Excel and PowerPoint documents to present sales figures in quarterly meetings of busy, independent wine distributor
- Produced creative technical sheets that were presented in new business meetings
- Researched competitors and presented senior management with analyses

Junior Production Assistant, EMI Music, London, UK, 2005

- Provided administrative support to senior secretaries and Executive Chairmen (Alain Levy and David Munns) at one of the world's leading music companies

EDUCATION

Northeastern University – Boston, Massachusetts, 2005

- Bachelor of Science: GPA 3.6/4.0; Graduated Cum Laude

Ongoing Education:

- Conferences (Inbound Marketing Summit 2011, Rethink 2011, Rethink 2012, FutureM 2012), Webinars, Whitepapers.
- Introduction to Photoshop at Boston Architectural College (September 2011)

ADDITIONAL QUALIFICATIONS

- Excellent computer skills include Microsoft Office (Word, Excel, Outlook, PowerPoint), Dreamweaver, Photoshop
- Web Savvy with Social Media networks, Blogging (Wordpress), Internet Explorer / Safari / Firefox / Chrome, and HTML
- Online Software experience in Google Analytics, Google DFP, Smartsheet, Highrise, Lighthouse, Pivotal Tracker, Basecamp, Brightcove
- Interests include: Family, Music, Entertainment, Dancing, Traveling, Networking, Promotion, Technology, Writing, Poetry, Cooking, Teaching, Learning, Reading, Adventure, New England Patriots