

Jessica
Desouza

 LINKEDIN / JMDESOUZA

EXPERIENCE

JAN 16–PRESENT

VP OF MUSIC PROMOTION // JEFF DEANE & ASSOCIATES

Music Marketing and Radio Promotions Coordinator. Worked closely with label and radio station representatives across several formats (TOP 40, Active Rock, ALT, AAA, Country, Dance, HOT AC, AC, Rhythmic) on a daily basis facilitating and executing on air promotions, all contest promo giveaways, fly aways, advertising time buys and bridge to new music programs. Worked with our finance team to establish radio promotion budgets for fifty radio stations.

JULY 17–PRESENT

INDEPENDENT RADIO PROMOTER // ANCO MEDIA

Worked with major and independent record companies on their DANCE Music Targets and Priorities for the US. Directed field staff in the coordination of all promotional activities relative to club and mix show play and record pool service on all dance music related releases. Additionally, promoted all multi-format releases to radio. Worked closely with Program Director for WZFL, WHY1 and WBGF. Sought out Nontraditional Revenue. Provided Creative Marketing Promotions and Ideas .

AUG 16–OCT 17

SOCIAL MEDIA ASSISTANT // REVOLT TV

Produced and developed culturally relevant content in the music and lifestyle space. Coordinate and supports REVOLT's Social Media Marketing and Integrated Marketing Director's efforts. Position requires knowledge of traditional and non-traditional marketing, as well as the ability to execute promotional campaigns and events. Responsibilities include (but where not limited to) executing media and promotional campaigns, video and photography production, editing, budgetary work, coordinating content distribution and administrative tasks.

Hello

561.906.2866 | JESSIEMDESOUZA@GMAIL.COM

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AUG 16 – JAN 17

FILM MAKING MENTOR // AUSTIN FILM SOCIETY

Helping kids make films during after school Get Ready for College Program. Teach Film History, how to use equipment, and how to prepare, organize, and execute a film. Emphasized the power of community and cooperation.

SEPT 15 – MAR 16

PUBLIC RELATIONS ASSOCIATE // DRILL DOWN MEDIA

Role included tracking social media accounts, assembling press clippings, generating reports, A&R and updating the website. Artists included Zella Day, Shan Vincent De Paul, Maja Francis, Tove Styrke, Nvdes, Pompeya and Sabina Ddumas

SEPT 15 – MAY 15

EXECUTIVE ASSISTANT // SOFTWARE SERVICES & DEV

Customer Service and Assistance with Clients. Answered customer inquiries by email or phone. I had a vast understanding of the products available. Processed a high-volume of orders, which involved obtaining information. Interpreted Legal Contracts and Compliance Requirements for Five Star Bank, SBA, Union Bank. Zumiez and Matrix

JAN 13 – JUNE 16

ON-AIR DJ // WRGP 95.3FM

Ensured to upkeep and maintain all station equipment. Provided weekly music reviews. Maintained station promotion and remote equipment within departments. Assisted with set-up execution of assigned station events, remote station appearances. Developed plan and identified creative ways of increasing public awareness of the station. Afternoon Drive radio personality. Hosted weekly on air rotation shows. Assisted music director with music reviews, rotation logs and charting for College Music Journal.

MAY 13 – SEPT 13

CLERICAL PAGE // US DEPT OF STATE

Created online content, photos and video for Flickr and Youtube and promotional use.

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SKILLS

TECHNICAL SKILLS

Mediabase Market Analysis
Video Production
Social Media Marketing
Viral/Guerilla Campaigns
Digital Marketing
E-Commerce
Event Management

PRACTICAL SKILLS

Project Management
Strategic Planning
Budget Management
Scheduling
Collaboration
Business Storytelling
Presentations
Training

KNOWLEDGE

Microsoft Office
Adobe Creative Suite
Final Cut Pro
Logic
Quickbooks
Google Suite
Spanish
French

EDUCATION

BACHELORS/TIME BASED ARTS & MARKETING// FLORIDA INTERNATIONAL UNIVERSITY

Related Coursework: Social Media Marketing, Computer Data Analysis, Contemporary Art History, Digital Marketing, Time Based Art, Curatorial Practices, Writing About Music

MASTERS/ENTERTAINMENT BUSINESS // FULL SAIL UNIVERSITY

Related Coursework: Entertainment Business Finance, Negotiation and Deal-Making, Advanced Entertainment Law, Executive Leadership Product and Artist Management, Business Plan Development, Business Brand Development

JURIS DOCTORATE/ENTERTAINMENT AND SPORTS LAW// CONCORD LAW SCHOOL

Expected Graduation : May 2020. Related Coursework: Contract I and II, Torts 1 and II, Legal Analysis, Administrative Law, Intellectual Property

REFERENCES

LESLEY VINCENT// INFINITE HEALTH

President
612-327-4176
lyt4u@gmail.com

ISIAH GOLDSTON// GOLD FOCUS MEDIA

Creative Director
518-221-0842
goldfocusmedia@gmail.com

MELISSA BURNADELL// GEARGIA MEDIATION

Mediator
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