

Heather Howard

Location: Nashville, TN Phone: 443-845-1085 Email: heatherhoward26@yahoo.com

Profile: Passionate and detail-oriented individual with 2 years' experience in digital marketing. Skilled at working in a fast-paced environment to execute digital marketing campaigns strategically and efficiently to develop a consistent brand for an artist's digital footprint.

Education:

Middle Tennessee State University, Murfreesboro, TN

Bachelor of Science, Recording Industry: Music Business, May 2023

GPA: 4.0 - Summa Cum Laude

Honors and Awards: Omega Delta Psi's MVP, Tau Sigma Honor Society, Phi Kappa Phi Honor Society, Steven J. Finkel Live Nation Scholarship, NARAS Scholarship, Hillary Scott Endowed Scholarship, First Runner Up in the SOLID Scholarship Marketing Case Study Competition

Related Experience:

Universal Music Group Nashville

Digital Marketing Coordinator, Nashville, TN

February 2023 - October 2023

- Developed, executed, and maintained digital marketing campaigns and plans for a specified artist roster of 20+ artists
- Tracked performance trends across partner platforms to develop recommendations and pitch content strategies to artist teams to reach specific growth initiatives
- Oversaw internal/external content requests, uploads, and asset management (video cutdowns, banners, release assets)
- Planned and managed monthly content calendar and advertising campaigns for official UMG Nashville social accounts, newsletters, and SMS sends to successfully increase our TikTok follower count by 10,000 in one month

The Recording Academy

GRAMMY U: Nashville Chapter Representative, Nashville, TN

August 2022 - February 2023

- Led membership and outreach for the Nashville Chapter comprised of 1,800 students across 100+ college campuses
- Worked alongside Nashville Chapter Board and other industry professionals to plan events such as concert SoundChecks, industry panels, virtual programs, and more
- Assisted with membership recruitment, database management, marketing/PR, & administrative office support
- Coordinated mentorship program each semester and oversaw/paired 200+ mentees and mentors

Country Music Association

CMA Fest and CMA Awards Digital Marketing Temp, Nashville, TN

June/November 2022

- Coordinated and scheduled content updates to the company website and festival app to enhance the fan experience
- Developed push notifications through the CMA application software and captured stage screen inclusions to fulfill company partnership deliverables
- Assessed fan satisfaction with festival application and marketing assets by creating in-app surveys

Live Nation Entertainment

Concerts & Booking Intern, Nashville, TN

June 2022 - September 2022

- Assisted project manager and tour promoters with business plans, tour routes, and ticket scaling
- Created and maintained artist pitch decks, project development, and artist contracts
- Analyzed and researched top chart performers each week to suggest new artists for tour support

Collective Artist Management

Digital Marketing Intern, Nashville, TN

January 2022 - May 2022

- Created and maintained digital marketing assets that catered to each artist's personal brand
- Organized and tracked merchandise, album releases, and tour marketing initiatives
- Executed promotional strategies and digital media marketing techniques to aid in the discovery of related industry research

Marketing Competition Involvement:

Society of Leaders in Development (SOLID)

SOLID Scholarship Marketing Case Study Competition, Nashville, TN

First Runner Up - October 2022

- Worked in a collaborative team environment to create a marketing plan and pitch deck that explored areas of live fan activation, fan discovery, data collection, and brand partnerships to present to twelve industry professionals

Mentor Program Involvement:

Recording Academy: GRAMMY U

GRAMMY U Mentorship Program, Nashville, TN

September 2021 - May 2023

Assigned Mentors:

- Adria DeLaune (Artist Manager at the AMG for artists such as Chris Young)
- Callie Cunningham (Artist Manager at Red Light Management for artists such as Lady A)
- Christian Redl (Director of Marketing at Capitol CMG)
- Jake Roggenbuck (Production Manager at Universal Music Group Nashville)

Technical Skills: Microsoft Office Suite, Invoice Processing + Budget Management, Adobe Creative Suite, Canva, Email + SMS Marketing, Social Media Marketing, Website Creation, Content Calendar Creation, and Photography/Video Editing and Creation