

Firstname Lastnamewithheld

###.###.### • Big City, CA • Email Address@gmail.com

EXPERIENCE

Editor/Producer/Consultant

Jan 2020 - Present

Small Music Label, LLC | Remote

Company Name is a music label, digital content producer, and IP incubator with over 30,000 subscribers and 10m online plays.

- Edit and proofread for style, grammar, clarity, and consistency- web copy and content, scripts for video and podcast, targeted outreach, pitch decks
- Consult and collaborate on content development, story development, and business development and ethics
- Produce, research, write, record, edit, and publish a growing catalog of podcasts

Sales & Training Manager/Customer Service Manager

Feb 2017 - Jul 2017

Large National Guitar Chain | Big City, CA

- Managed a flagship store for the largest musical instrument retailer in the world
- Coached staff on sales and customer service metrics; interviewed, onboarded, and trained all new sales staff; performed scheduling and payroll for a team of thirty; directed merchandising efforts and general maintenance of the sales floor; organized, marketed, and hosted special events (including parties, competitions, and visits from touring artists) routinely drawing 200+ customers; and personally handled escalated customer service needs and unusual or high-ticket sales

Studios Manager/Lessons Lead

Mar 2015 - Feb 2017

Large National Guitar Chain Lessons | Big City, CA

- More than tripled the student body, growing from around 80 registered students to over 300
- Developed and tested successful marketing and sales techniques and resources that were codified into national protocols and best practices
- Consistently received excellent marks (95%+) in routine corporate walkthroughs
- Team leadership, training, hiring, curriculum oversight, scheduling; administrative duties, customer service, corporate communications; daily sales, student tours, marketing, outreach, and event planning; facilities, payroll, budget

Customer Service Lead/Department Manager

Jun 2014 - Feb 2015

Large National Guitar Chain | Big City, CA

- Awarded 'Best of the Bay-Rookie of the Year 2014' for my outstanding customer service, sales, and merchandising

Social Media/Customer Service

Jul 2013 - Mar 2014

Small National Textile Manufacturer - B2B and B2C | Medium City, CA

- Managed professional athlete sponsorships and businesses affiliates; provided excellent customer service

Online Marketing/Social Media

Oct 2011 - Jul 2013

Small Online Shoe Retailer - B2C | Medium City, CA

- Produced copy and graphic design for print and web applications
- Planned and implemented online and email marketing campaigns
- Spearheaded content management for web and social outlets, enforcing brand consistency and high quality copy

Assistant Poetry Editor, Volunteer

Aug 2019 - Dec 2019

Poets Reading the News | Big City, CA

- Processed 25-35 submissions per week

Marketing Intern

Jan 2011 - Jul 2011

Left Coast T-Shirt Company | Medium City, CA

- Wrote 5k words of SEO web content, produced multimedia content for social media
- Wrote 20 page bespoke step-by-step guide with protocols, and best practices for social media

EDUCATION & CERTIFICATIONS

California Polytechnic State University at Medium City | BS in Journalism; Concentration in Public Relations

Poynter ACES Certificate in Editing, The Poynter Institute

Jan 2020

SKILLS

Line Editing | Chicago Manual of Style | AP Style | Microsoft Office | Adobe CS | Content Development | Audio Engineering