

Marcos Sotelo

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Reseda, CA 91335

SUMMARY

Entertainment project management and marketing specialist. Proven ability to work well with superstar acts, managers, artist estates, company staff and vendors. Strong background in all aspects of online marketing with experience in creating and leading high-impact campaigns that consistently meet aggressive and ever-changing needs in the entertainment business. Prioritizes and meets deadlines effectively. Bilingual Spanish.

- ◆ Problem solver able to bring focus and organization to chaotic processes.
- ◆ Excellent liaison/diplomat between company staff, talent and strategic partners.
- ◆ Full range of computer and technical skills including multimedia creation software.
- ◆ Award receiving team player who contributed to make EMI's Catalog Division the company's top grossing entity in the US.

PROFESSIONAL EXPERIENCE

Nettwerk Music Group, Hollywood, CA

2008 – Present

Online Marketing Manager

Responsible for developing and implementing online marketing strategies and best practices with focus on direct-to-consumer and social media for \$20M independent record label and artist management leader Nettwerk Music Group. Instrumental in the streamlining and re-launching of company presence at key social community partners such as MySpace, Facebook and YouTube Channels not only as promotional outlets but also as direct revenue stream drivers alongside e-commerce initiatives.

- Develop and foster online presence for multi-platinum artist roster including Avril Lavigne, Barenaked Ladies and Sarah McLachlan while growing user traffic and fan communities through the research and implementation of successful promotional features, applications and trends.
- Identify, conceptualize and implement strategic partnerships, giveaways, contests and cross-promotional marketing opportunities with fan sites and lifestyle partners successfully engaging target audience.
- Produce viral tools, banners, newsletters, HTML email campaigns and other online content effectively communicating key message to consumers.
- Monitor, analyze and report traffic activity, registrations and conversion rates to properly identify and strategize promotional and direct revenue opportunities at different online outlets.
- Manage ongoing update process of artist roster's online properties and social network profiles in conjunction with SEO and SEM strategies.

Universal Music Group – Interscope Records, Santa Monica, CA

2006 – 2007

Digital Marketing Manager

Led direct-to-consumer grassroots marketing initiatives at world's leading music labels Interscope/A&M Records through all online properties including artists/label websites, social networks, blogs and other multimedia outlets.

- Effectively marketed 50+ artist roster on the web, including 50-Cent, Jimmy Eat World and Enrique Iglesias while executing promotional marketing campaigns and revenue driven initiatives alongside strategic online partners.
- Managed online direct-to-consumer marketing efforts and CRM email marketing campaigns ensuring efficient product impact and exposure.
- Researched, developed and implemented new syndication platforms (widgets, viral technologies, etc) to aggregate content and engage consumers.
- Conceptualized and designed collateral marketing elements such as rich media, ad banners, HTML pages and social networks' artist profiles utilizing multimedia creation software.
- Supervised team of marketing assistants in charge of the daily update of all artists' websites and social network profiles (MySpace, Facebook, YouTube, etc.)

EMI Music Marketing, Hollywood, CA

2002 – 2006

Senior Coordinator, Product Development (2004 – 2006) - *Coordinator, Product Development* (2002 – 2004)

Coordinated all aspects of catalog product launch including product development, licensing, marketing, promotions, sales, pricing, and packaging in a department responsible for \$40M in new business.

- Provided coordination support for about 50 projects a year including releases by Nat King Cole, David Bowie, Glen Campbell, N.W.A. and Poison.
- Conducted P&L, budget and marketing plan development/execution for \$10K to \$1M marketing campaigns, maximizing effectiveness of investment.
- Produced marketing copy for consumer advertising, product stickers, solicitation sheets and other tools that successfully communicated key selling points.
- Developed and maintained online marketing elements such as myspace.com artist's pages, ad banners and other visual elements using Adobe Photoshop that increased visibility of projects.
- Identified, generated and led income opportunities such as "Best Tango Album In The World... Ever!" and the Vinnie Vincent Invasion album re-issues.

EMI Music Marketing, Woodland Hills, CA

2001 – 2002

Field Sales Assistant

Generated weekly reporting that tracked sales information for field staff and senior management. Performed ad-hoc research based on sales information extracted from Soundscan, Insight, BDS, Billboard charts, and other sources.

TYC Sports, Buenos Aires, Argentina

1998 – 1999

TV Production Assistant

Provided administrative production support for TYC Sports, an Argentinean based TV sports channel that broadcasts around the world through different cable and satellite providers.

TECHNICAL SKILLS

IBM and MAC proficient: Windows XP, Mac OSX. MS Office: Outlook, Word, Excel and PowerPoint. Internet savvy including HTML web design. Adobe Acrobat, Photoshop and Illustrator. Macromedia Dreamweaver. FTP Servers and CMS management. Hitwise, Webtrends and Google analytics software. Nielsen Soundscan, Insight, and BDS. Audio and video editing.

EDUCATION

B.A., Media - Television Production

TEA Imagen, Buenos Aires, Argentina, 1997 - 1999

Relevant Coursework: Marketing & Advertising Courses, Management Analysis, Managerial Economics, Managerial Accounting, Production & Operations Management, Business Ethics.