

CASEY CHILDERS

DIGITAL MARKETING

PROFILE

I am an analytics-driven thinker. I love independent study, reading, podcasts, and design. I monitor trends, artists/cultures, and see what I can do to position my clients in a space where they can compete. I take on projects independently that are beyond my capabilities in efforts to widen my problem-solving ability and skillset.

SKILLS

PROJECT MANAGEMENT
SOCIAL MEDIA
DIGITAL ADVERTISING
BRAND PARTNERSHIPS
DATA ANALYSIS
ADOBE CREATIVE SUITE

CONTACT

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EXPERIENCE

ONErpm

2019 - CURRENT

SENIOR PROJECT MANAGER • As the Senior Project Manager, I am responsible for a marketing team of seven people for the offices in North America. I support artists in the scope of singles, albums, and custom distribution within the music streaming spectrum. I create marketing plans, facilitate relationships with brands and music channels with a specialization in pop, dance, and indie.

KEY TASKS

- Oversee Project Managers and Coordinators
- Create and execute marketing strategies to include interactive campaign experiences
- Development of brand partners on behalf of Indie, Pop, and Dance
- Central point of contact for album rollout between the artist team, internal departments, and the A&R
- Global liaison between 8 different global offices to include Mexico, Brazil, Russia, Spain, and the UK
- Forecast potential revenue earnings and artist ability to recoup expenses
- Campaign oversight of internal departments to maintain creative consistency and budgetary restraints
- Directly work with internal A&R's to assess artist development and business unit growth
- Lead brainstorming and critical thinking sessions to encourage creative marketing initiatives

PROJECT HIGHLIGHTS

- Elohim - "Journey to the Center of Myself" (2020 - 2021) *Album Rollout*
 - "I'm Lost" - Single + Remix Package *Sept, 2020*
 - "Good Day Bad Day" - Single + Remix Package *Oct. 2020*
- Caroline Romano - "I Still Remember" (R3HAB Remix) *May 2020*
- OVERSTREET - "Summertime" (2020) *Single + JetLag Remix*
- Sizzy Rocket - "ANARCHY" (2020) *Album Rollout*
- Justin Caruso - "Broken Hearts" - Single + Black Caviar Remix
- OurVinyl - YouTube Channel (2019 - 2020)

ARISTOMEDIA

2015-2018

DIGITAL / CREATIVE MARKETING • As the creative/marketing manager, I was to oversee all campaign elements that involve building the online presence of companies, events, or artists. This includes coordinating with various teams (publishers, managers, venues and events), creating online strategies, optimizing ticket sales, negotiating sponsorships, providing consultation, marketing for tours/events. More information [here](#).

- **Department Direction** · Aristo Digital · 2015 – 2019
- **On-Site Media Logistics** · Country Radio Seminar, Concert for Love and Acceptance (LGBTIA Event)
- **Social Media Development** · Keb' Mo', Larry Gatlin and the Gatlin Brothers, Kelsey Lamb, Mark Wills, Nashville Meets London, Taylor Hicks (INSP Network)
- **Digital Catalog Administration** · Resnik Music Group
- **Media Buying/ Partnerships** · Beautifully Broken (Feature Film)

PANELS

Lightning 100's "In the Mix" (2019)
Digital Divas "Building an Artist Team" (2019)

EDUCATION

MARKETING (BBA) / ENTERTAINMENT (BS)
UNIVERSITY OF NORTH ALABAMA
2011 – 2019

COMMUNITY

ORGANIZATIONS:
[SOLID](#) · UNIVERSITY OUTREACH
2018 / 2019