

J. Powell

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Greenville, NC 27858

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QUALIFICATIONS

Hands-on professional with a focus on Artist Development, Promotion, Imaging, and Radio. Effective communicator in both written and verbal forms. Driven to constantly master new skills and concepts. Self-motivated, focused, creative and adept at juggling multi-task responsibilities.

EDUCATION

Bachelor of Science – Communications (3.023 GPA)
Emphasis on Radio and Television Performance

East Carolina University
Greenville, NC May 2000

EXPERIENCE

Redeye Distribution, Inc.

Graham, NC
2002

Retail Sales, Promotion, & Artist Development

<http://www.redeyeusa.com>

- Handled all direct-to-retail accounts in the South Eastern United States for products distributed through Redeye Distribution, Inc.
- Built and maintained an extensive direct-to-retail sales base with hundreds of key national & independent accounts.
- Primary architect for Redeye's College Rep. Program. The program was designed to use in conjunction with Redeye's website in order to promote Yep Roc and Redeye Label artist through grassroots efforts.
- Assisted in the creation of marketing plans, one sheets, and press releases for Yep Roc and Redeye Label artists in key national and independent retail markets.
- Artist Development responsibilities included developing content for band promotional packages, obtaining booking agencies and management, and researching key markets for artist impact.

CMH Records, Inc.

Los Angeles, CA
2001

Artist Development and Promotions Assistant

<http://www.cmhrecords.com>

- Gathered key venues, markets, and opening slot information for CMH Records artists.
- Assisted in the creation of marketing plans, one sheets, and press releases for CMH Records and daughter label products in key national and independent retail markets.
- Learned details of mechanical, publishing, and artist royalties & payment rates and schedules.
- Promoted artists on CMH Records & daughter labels through Internet advertising print media.

WZMB 91.3 FM

Greenville, NC
1998 - 2000

Program Director & Disc Jockey

<http://www.wzmb.ecu.edu>

- Personally hired, trained, and managed over 100 disc jockeys during two years at WZMB.
- Created and produced Promotional carts for play in rotation using Cool Edit Pro & Goldwave.
- Developed Programming Schedule, including specialty shows targeting specific audiences.
- Hosted the afternoon drive, assisted in station imaging and made appearances at live remotes.

Additional Skill and Project Summaries Available