

# Christopher M. Graham

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## PROFESSIONAL EXPERIENCE

### **Universal Motown Republic Group**

New York, NY

Sept. 2006-July 2008

#### *Associate Director, Creative and Production*

- Collaborated with Marketing, Promotion and New Media to create online, mobile and print campaigns, while being directly responsible for determining conceptual direction and ensuring proper translation for the duration of each project
- Supervised the design and delivery of all creative projects for roster of 100+ artists and nine subsidiary labels
- Assisted with the development and was the key lead in testing, an online P.O.P. and Promotional item ordering system, which expedited turnaround, reduced shipping costs by up to 25% and reduced manufacturing costs up to 75%
- Primary lead on artist photoshoots, overseeing the strategy, direction, imaging, set-up, budgeting, location scouting and hiring of; photographers, stylists, graphic designers and illustrators
- Developed added value pieces based on customer feedback, which increased first week sales up to 10% with specific retailers
- Increased artist and label visibility through in-store promotions, outdoor advertising and direct to consumer e-cards
- Executed monthly print and online advertising in targeted publications and websites based on consumer trends
- Created e-blasts for targeted markets increasing artist visibility and radio airplay
- Identified new business opportunities by setting up partnerships, maintaining relationships and cost analysis negotiation
- Trafficked all content, copy and visuals from designer to separator to printer, while obtaining internal and external approvals
- Negotiated photographer fees and maintained contractual agreements in order to ensure proper usage rights

#### *Manager, Creative and Production*

Sept. 2005-Sept. 2006

- Maintained design schedule to assess workflow and redistributed projects based on company priorities and new release dates
- Assisted with the re-branding of Universal Motown Records Group
- Developed efficient email system to propel the delivery of digital artwork
- Recruited and placed design interns from Pratt and The Fashion Institute of Technology, which resulted in a new hire
- Developed B2C campaigns with sales department, which resulted in key placement of artist merchandise in stores and online

#### *Coordinator, Creative and Production*

May 2003-Sept. 2005

- Acquired stock photography to be used for album and advertising designs reducing photoshoot costs
- Initiated and maintained FTP site enabling vendors, publications and freelancers to upload artwork and reduce overhead costs
- Maintained and generated the Production Release Schedule, which served as a company directory for all release dates
- Maintained Radio Station Promo Shipping Report, which targeted specific retail and radio outlets
- Provided extensive clerical support, including data entry, archival (250+photoshoots), travel arrangements, coding and trafficking of invoices, purchase orders and photographer/designer portfolios

### **Clear Channel Communications, Inc.**

Hartford, CT

Nov. 2002-May 2003

#### *Promotion Representative, Modern Rock Radio 104 (WMRQ)*

- Assisted in set-up and managed one of four performance stages consisting of nine bands and four employees during the annual RADIO 104 Music Festival (audience of 13k+), in which national talent attended and performed
- Managed interns and assisted on-air talent during major market station events
- Worked with the client to maximize exposure for both the organization and station through signage, on-air call outs and other promotional streams
- Coordinated travel, hospitality, meet and greets and performance schedules for events at major market venues

### **Gusto Entertainment**

Clinton, CT

March 1996-May 2003

#### *Founder and Disc Jockey*

- Led independently owned and operated mobile/residency Disc Jockey Company from start-up to over 100 events per year
- Trained Disc Jockeys to develop their abilities to entertain an audience while utilizing strong interpersonal skills
- Established and maintained an extensive client list, increasing business through direct mail and customer feedback surveys
- Produced all marketing and print materials, which included flyers, direct mailings, posters and other advertising media
- Orchestrated playlists targeting specific music needs of the client and demographic

## EDUCATION AND PROFESSIONAL AFFILIATIONS

### **Southern Connecticut State University, Bachelor of Science**

New Haven, CT

May 2003

**Major:** Communication

**Concentration:** Advertising

**Specialization:** Management

**Achievements:** Deans List, Top 10% of Class, National Honor Society, Communication Award for High Achievement, Creativity in Communication Award, Member of American Advertising Federation

**Project Green Skate, Consultant** Guilford, CT 2009-Present

**Rock for Health, Board of Directors** NY, NY 2007-Present

## COMPUTER SKILLS

MAC and PC proficient, Adobe Creative Suite (Photoshop & Illustrator), MS Office, Quark Express