Maureen **Ochs**

Brooklyn, New York
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SKILLS

Well-honed aptitude for public speaking, including creating and delivering engaging, articulate presentations

Brand and client management

Email marketing

Project and campaign management

Diversified copywriting

Implementation of clear visual communication in social media platforms

Basic proficiency in Adobe Suite

Advanced proficiency in iWork

Advanced proficiency in Microsoft Suite

Advanced proficiency in Nielsen Music Connect/Soundscan

Expert proficiency in G-Suite

Expert proficiency in social media sites including Facebook, Instagram, Twitter, YouTube

LANGUAGES

Fluent in French

EDUCATION

Portland State University
Liberal Studies Major, B.A.
Business Minor
French Minor
Graduated 6/2017

Accomplishments
Dean's List Scholar
French Club Vice President
ACCESS Academic Scholar
SALP Academic Excellence Scholar

JOB EXPERIENCE

Mick Artists Management, Brooklyn, NY
JUNE 2017 – JULY 2020
Marketing Project Manager, Intern Program Supervisor / JANUARY 2019 – JULY 2020
- Created and strategized confidential marketing plans for 27 clients' albums and tours across several tiers, genres, and international spheres
- Clients included high profile artists such as Mandy Moore, Leon Bridges, Maggie Rogers, and Carly Rae Jepsen
- Example of one of my client's marketing campaigns at tiny.cc/MOCampaign
- Took initiative to ensure all clients' marketing requisites were equally and attentively handled and built steadfast trust with clients by intuitively anticipating their needs
- Assembled and mobilized colleagues and senior members of team on tight deadlines to guarantee optimum output of work
- Oversaw diversified marketing efforts using multiple platforms to ensure most effective outcome based on client, generating higher fan engagement and increasing Instagram followers for one client by 170%
- Served as the go-to person across departments and leadership levels at the company for up-to-the-minute client marketing information
- Communicated clear metrics to internal and external teams post-campaign, including a 488% increase in email subscribers for a client
- Recruited, interviewed, hired, onboarded, trained, and managed new group of interns every four months

Social Marketing Coordinator / NOVEMBER 2017 – JANUARY 2019
- Oversaw all social media profiles of 22 artists
- Created and implemented different systems for high efficiency based on client
- Developed social media campaign leading up to Leon Bridges' first Grammy win
- Executed strategic and creative calendar planning for several different types of posts, both content and medium-wise
- Communicated critical information in the voice of each client online by using diversified copywriting

Touring Department Intern / JUNE 2017 – OCTOBER 2017
- Supported head of touring department by updating ticket counts daily, making this information easily accessible to staff members
- Clearly and accurately displayed sensitive artist information into calendars and documents, resulting in optimized workflow for clients and their managers
- Performed general administrative duties

VOLUNTEER EXPERIENCE

Hillsong, New York, NY
Communications Team Lead /OCTOBER 2018 – OCTOBER 2019
- Managed team of 15 volunteers to post every day on various social accounts spanning 897k followers
- Communicated key concepts from staff to volunteers
- Consistent presence for volunteers for 14 hours every Sunday, including checking in and making sure they had emotional and practical needs met