MICHELLE HOCKETT

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WORK EXPERIENCE

Sony Music Entertainment | Legacy Recordings | Marketing Manager, Hip-Hop and R&B Catalog | Oct 2020- Present | New York, NY

- Leads and product manage marketing efforts for anniversary Artist Marketing campaigns for Sony Legacy Hip-Hop and R&B catalog artists.
- Works cross functionally as a leader in connection with commercial team, A&R, PR, media, content, and digital teams to meet KPIs
- Liaises and builds genuine relationships with Artist management teams / camps to ensure a strong relationship between label and artist.
- Execute social media and thematic marketing campaigns for @thisiscertified, Sony's Hip-Hop and R&B Catalog platform such as Black History Month, Women's Month, Black Music Month and more
- Strategizes and ideates content creation to build audience growth across @thisiscertified's channels, engaging a subscriber base of 62k followers on IG, 44k newsletter and 9.2k YouTube
- Ideates around Reactive and Track Marketing trends such as TikTok, VerzuzTv, breaking pop culture and more.

Spotify | Content Marketing Media Specialist | Jan 2020- Present | New York, NY

- Lead media campaign management for Frontline Music and Podcast Marketing priorities including but not limited to: Managing timelines on creative deliverables, strategize on asset creation and delivery, campaign launch dates, Working with marketing teams to help create work flows, screenshot decks and updating campaign status documents
- Strategize key milestones in the campaign planning process including briefing agency, choosing key verticals and partners to use for paid support, selecting social channels, launch execution, developing + tracking measurement plans for wrap reports
- Manage Artist Label Marketing OOH permanent billboards execution weekly, including selecting artists to highlight based on label priorities, coordinating creative deliveries & POP photos
- Conduct vendor meetings with tech, social and display publication partners such as Facebook, Twitter, Snapchat, Tik Tok, Hypebeast, XXL, Rolling Stone, etc for the development and dissemination of media best practices to regional teams
- Manage investment + billing process including POs, invoicing, and budget tracking for all projects, upwards of 4 million dollar campaigns

TIDAL | Artist Marketing Coordinator | May 2018- Jan 2020 | New York, NY

- Project managed and create overall company marketing plans for artist programs and editorial content releases including new music releases, live streams, documentaries, experiential activations and brand development plans
- Strategized with internal teams such as Editorial, Digital, retention/CRM, Partnerships and Design to ensure projects marketing is complete from concept to execution to present to artist teams
- Liaised between artists teams, management and record labels to coordinate TIDAL marketing roll-out for album/video releases, live streams and events, providing social copy and assets to ensure artist support on projects
- Connected with advertising and PR agency on paid media advertising plans to secure large publicity coverage and excellent display media and OOH partners dependent on the artist's fan demographics and top markets

Turner Broadcasting System, Inc ***(now WarnerMedia)*** | Entertainment Account Service Representative | July 2016- May 2018 | New York, NY

- Manage 20+ multi-million-dollar advertiser commercial schedules with different requirements into in-house ordering system from proposal to payment for linear and digital properties on TBS and TNT. Advertisers include, State Farm, General Motors, Bacardi, and Procter and Gamble
- Analyze invoiced data against Nielsen Media research to determine if the advertisers schedule has reached audience and comprise statistics in an organized format to client in a timely manner
- Strategize on promotional sponsorship plans and on-air execution of branded content materials with Marketing, and Strategic Planning teams

SKILLS

Soft : Communication | Client Services | Teamwork | Strategic Thinking | Analytics| Leadership | Mentoring **Hard:** Project / Product Management | Event Management- planning and execution| Web design| Email Marketing| Social Media Management| Digital Marketing | Media Buying | Windows | Mac OSX | iOS | Microsoft Office – Excel, PowerPoint, Word, Outlook, Visio | Adobe Creative Design Suite | Adobe Reader | Adobe Photoshop |

EDUCATION

Syracuse University | Martin J. Whitman School of Management | May 2016| Bachelors of Science | Marketing Management | Supply Chain Management