Gill Dooley, BA Hons Media Production & Management
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PROFILE

Proven senior digital leader & highly experienced music industry figure. Having spent more than a decade at the helm of a major music label's digital and business development departments, I excel in identifying the commercial opportunities for the music industry & applying these to the creative interests of artists. I consult specifically in the tech & digital space- and brand partnerships – to enable clients to navigate the intricacies of working within the music market. I have a passion for teamwork, learning, delivering on KPIs and creativity in the workplace.

CAREER HISTORY

CEO – AIM Ireland / Board Member - IMPALA **July 2021 - Present**

CEO of Ireland's Association of Independent Music

- Design, create & implement an effective company strategy that delivers AIM Ireland's core objectives to represent and develop its members in Ireland. Identify and grow strategic opportunities for AIM Ireland.
- Add value and ensure professional delivery of AIM Ireland's projects, events and services in line with the company's equality, diversity and inclusion action plan the development of which is key.
- Engage with and respond to enquiries from a wide range of music industry practitioners within Ireland, developing your knowledge and understanding, to help identify challenges or opportunities that could be supported by the AIM Ireland team to encourage sustainability within their sector
- Represent AIM Ireland at music industry & Government level and across various industry/public agencies & forums whilst continuing to liaise effectively with worldwide sector support organisations such as (but not limited to): FMC, IRMA, IMRO, PPI, RAAP, EPIC, IDA, EI, AIM, MMF, MVT, MPG, MPA, MU, BECT and others as necessary.
- Effectively manage stakeholder engagement. Prepare timely key reports with measured commentary for the company board to help inform policy and strategic direction
- Provide effective leadership, coaching and development of the AIM Ireland team whilst streamlining daily operations and setting realistic goals and KPIs
- Manage an election for a new AIM Ireland Advisory Board to ensure it is in place before Ireland Music Week 2021.Support the development and delivery of a series of public facing events, delivering year on year growth of the brand.
- Devise and produce AIM Day at Ireland Music Week. Managing external contractors including PR, Marketing and Design.
- Developing the AIM Ireland brand and profile nationally and internationally, and representing the organisation to all stakeholders including funders, staff, industry, media and festival audiences
- Managing and developing the agreed business plan to maximise membership revenue and engagement.
- Engaging with state agencies, trade organisations and international partners and exploring opportunities for creative partnerships.

Music Consultant, Mentor & Coach / Artist Manager
April 2018 - Present

- Working in a consultant & advisory capacity with a number of start-ups within the music tech space, helping to identify commercial feasibility & advise on investment pitching.
- Commercial consultant for a number of research companies, advising on music labels, management & the current economics of the music industry.
- Mentor & coach for private clients, and music industry partners Minding Creative Minds & Keychange.
- Artist manager to Aimée, a Universal Music recording artist and songwriter – this role involves negotiating fee's and contracts, event bookings & promoter liaison, creative & commercial strategy, relationship manager with stakeholders and business partners.

Communications Manager, Bord Gáis Energy (Fixed Term Contract) **May 2018 – July 2018**

- Brought in as key team leader for closing the renegotiation of the naming rights for the Bord Gáis Energy Theatre in June 2018.
- Relationship manager with sponsorship stakeholders Live Nation and GAA. Responsible for leading and improving the Bord Gáis Energy brand & consumer PR strategy.
- Management of a team of 5 specialists in the areas of brand management, consumer PR and sponsorship programme management.

Director of Digital & Business Development, Universal Music Ireland **March 2012 – April 2018**

- Director of two growing departments within Universal Music Ireland. My role was to harness the local company's digital strategy. I headed up all of the commercial streaming account management, digital

marketing, CRM and social media. A key part of the role was leading all digital campaign planning across various projects, and acting as the 'digital evangelist' within the senior management team.

- I managed and oversaw all activity with key digital accounts such as Spotify, YouTube, Apple Music, Vevo, Google and more.
- I was directly involved in contract negotiations with brand partners, and with digital business partners. This covers a range of contractual scenarios, from licensing deals, performance contracts, brand endorsement contracts, agency contracts and commercial business partner contracts,
- Gate-keeper for monetisation of the company's rights for the territory. These rights include master sound recording rights for all UMG artist catalogues (1000+), videos, artwork, digital channels, artist audience data and more.
- An important part of the role was promoting the achievements of the business locally – working with the PR team to ensure Universal's dynamic campaigns resonated with both the music audiences and industry peers alike. Public speaking and panel participation at industry events was an important part of the role.
- Responsible for the development of the UMUSIC brand for Ireland. In 2017 we undertook a consumer facing re-brand excersize, which saw my team undertake a full evaluation of what the UMUSIC brand and positioning in market should be to meet our commercial and broader business objectives.
- Managed a staff of two, and put emphasis on time management, goal setting, and relationship building. I also worked with outside agencies, and managed the budgeting of this aspect, and set the KPIs.
- The business development element of my role focused on providing music solutions for various brand & non-traditional marketing partners. This element of my role also increased my knowledge and understanding of other rights holders, and the sponsorship landscape in Ireland.
- I was tasked with steering the company's areas of growth as key revenue drivers shifted: from physical sales to downloads, downloads to streaming. All the while creating an eco-system whereby social media, CRM & strategic digital marketing support and enhance our ability to adapt to the changing landscape of the entertainment industry.
- I was responsible for the planning, review and analysis of all social media activity and advertising, in addition to all of paid search and Google advertising. It was my responsibility to steer the tone of the Universal Music Ireland brand and to effectively harness online audiences and communities. I worked closely with our digital agency to ensure we were consistently meeting low CPC objectives and high reach and engagement targets. I managed the team handling all of our below the line digital marketing and took a holistic approach to ensure our efforts always bolstered any traditional marketing campaigns.

Head of Digital, Universal Music Ireland **January 2009 – March 2012**

- Handle the migration of the iTunes account from being part of the pan-EU store to integrating into the UK store. Oversee the introduction of Mastered for iTunes (MFiT) for all locally owned repertoire, including select catalogue pieces.
- Account manage the fastest growing account the company had, during this time period- iTunes. Develop IE specific pricing and editorial campaigns. Analyse results. Secure profiling and eCRM activity from iTunes for key IE releases and all priority global releases. Attend monthly meetings with Apple in London to discuss forthcoming promotions, campaigns and developments.
- Account manage all other a la carte digital accounts, including Vodafone, Three, Nokia, 7Digital, O2 and more, Create compelling music solutions for those partners: live events, bespoke content, exclusives, promotions & competitions.
- Liaise with product managers within UK & US labels on all digital plans. Responsible for all digital marketing plans: from sourcing and approving creative assets to providing rich data for accurate targeting. Post campaign analysis and learnings are vital to getting improved results in this area of our business.

Digital Campaign Manager, Universal Music Ireland **August 2007 – January 2009**
Event Co-Ordinator, HotPress Magazine **April 2007 – August 2007**
Assistant Buyer – Music, The Warehouse Ltd., New Zealand **January 2006 – December 2006**
Label & Sales Co-Ordinator, RMG Chart Entertainment **January 2004 – January 2006**
Marketing & Promo Intern, EMI Music **August 2003 – January 2004**

EDUCATION & TRAINING

BCFE - Ballyfermot College of Further Education
BA Honours Degree – Media Production & Management **Graduated September 2003**
Higher National Diploma – Journalism **Graduated September 2002**

INTERESTS : Music, current affairs & digital developments, TV & movies, walking & cycling.

REFERENCES AVAILABLE ON REQUEST