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SUMMARY

Global marketing and creative project management leader working with top brands in music, entertainment and broadcasting; including Live Nation/Cirque du Soleil, Rhino Records/WMG, Ziggy Marley, CBS Records and Amazon/Audible.

PROFESSIONAL EXPERIENCE

MVD Entertainment Group April 2022 – present
Marketing Strategist/Consultant
Leading the revamp of the marketing and PR dept for a global music and video distribution company, increasing efficiency and expanding services. Managing staff, budgets, physical/digital marketing and publicity campaigns, vendor relations and advertising for 50+ priority releases/month.

Stern Grove Festival Mar 2019 – April 2022
Director of Marketing/Executive Producer

- In 2021, led the creation and design of a new website (driving 111% growth in traffic over 2019); led the marketing for nine concerts (50k+ attendees); and co-produced a top-rated two-part TV special for KPIX/CBS, featuring Joan Jett & the Blackhearts, Fitz & The Tantrums, X, St. Paul & The Broken Bones and Thievery Corporation. Increased merch sales by 200%.
- In 2020, created, developed and produced a 10-week virtual concert series in partnership with CBS Television affiliate KPIX-TV, which drew 560k viewers, resulting in 600% audience growth during the pandemic.
- Responsible for creating and executing marketing campaigns, promotional partnerships and media sponsorships. Managed the development of all creative collateral, managed PR/communications and video production, created content for web, social media and on-stage scripts, hired and managed seasonal staff, managed merchandise and budgets.

Live Nation / Cirque du Soleil's VOLTA May 2018 – Mar 2019
Project Manager

- Managed advertising, marketing, promotion, event activations and third-party partnerships for two productions of Cirque du Soleil's VOLTA, for an estimated total audience of 247k.
- Negotiated trade partnerships, managed budgets, developed and managed strategic partnerships and live events, booked a halftime show featuring Cirque at a Golden State Warriors game.
- Managed $3M+ advertising campaign.

Freelance Marketing & Project Management Contractor Jan 2013 - present

Working across artist management, record labels, music venues, concert promoters and digital service providers. Current and past clients include Rhino Records/WMG, Live Nation, Ziggy Marley, the Estate of Bob Marley, Audible/Amazon, The UC Theatre (large music venue), Playboy Jazz Festival.

CBS Records, Los Angeles, CA Apr 2008 - Feb 2012

VP Marketing

Reported to EVP/GM Larry Jenkins (manager of Oscar-winning producer T Bone Burnett) and CBS Television President Nancy Tellem. Responsible for leading multimedia marketing campaigns for album releases, artist appearances, network promotions and industry events.

- Directed marketing and promotion for Sharon Little, opening act on the Robert Plant/Alison Krauss *Raising Sand* tour (2008).
- Achieved sales of over 100k units for the official soundtrack for CBS-TV's hit show *NCIS*.
- Developed and managed comprehensive marketing campaigns in tandem with the network's social media channels, maximizing impact to an audience of 20M television viewers and 12M+ online followers and fans.

IRIS Distribution, San Francisco, CA Mar 2007 - Mar 2008

An independent digital music distribution start-up.

Director of Marketing/Account Executive

- Developed and launched an in-house digital marketing division and managed key label accounts.
- Created multichannel B2C digital marketing campaigns for releases by Le Tigre, Mogwai, She Wants Revenge and Lou Reed.
- Managed several top label accounts, including Megaforce (Bad Brains), Scion AV (Ghostface Killah), Ninja Tune (Amon Tobin), and Surfdog Records (Brian Setzer).

Kill Rock Stars, Olympia, WA Apr 2004 - Dec 2006

An influential independent record label.

Director of Marketing

- Created successful press, radio and tour marketing campaigns for breakthrough releases by The Gossip and The Decemberists, resulting in sales of over 100k units for each band.
- Produced industry events (SXSW, CMJ, NoisePop, PopKomm, MIDEM).
- Managed staff and budgets.

San Francisco Jazz Festival, San Francisco, CA Jun 2002 - Jan 2004
Public Relations Director & Interim Marketing Director

- Created and developed B2C/B2B campaigns for 200+ live events at the Herbst Theatre, the Palace of Fine Arts Theatre, Grace Cathedral, the Embarcadero Center/Justin Herman Plaza, and Levi's Plaza.
- Produced launch event for the SFJAZZ Collective, featuring Josh Redman.
- Increased annual audience from 80k to 100k+.
- Managed a $1M+ advertising budget for 20th Anniversary campaign.
- Produced a public event for 10k+ attendees at Justin Herman Plaza (Dec 2003).

Concord Music Group, Concord, CA & Los Angeles, CA Sept 1999 - Apr 2002
Director of Publicity

- Created and managed B2C PR campaigns and artist events for Grammy-winning independent record company.
- Directed campaigns for album releases by Sheila E., Chick Corea, Michael Feinstein, Robben Ford, Barry Manilow, Rosemary Clooney, Keely Smith, and Dave Brubeck.
- Managed a staff of five, directed campaigns for 75+ releases/year.

SKILLS

- Microsoft Office Suite, Squarespace, WordPress, MailChimp, Basecamp, Salesforce, Google Analytics, Canva, Hootsuite, Sprout Social, Eventbrite, Slack, Trello
- CRM, CMS, SEO, Paid Advertising, Project Management, Creative Problem Solving, Communication, Leadership, Interpersonal, Collaborative

EDUCATION

San Francisco State University – BA/Communications
UC Berkeley Extension – Public Relations, Writing

WEBSITE

http://audreydfaine.wixsite.com/portfolio

VOLUNTEER

Member, Arts & Culture Commission, City of El Cerrito, CA Feb 2023-present