JAZMIN LEMUS | RADIO & MUSIC INDUSTRY PROFESSIONAL

Los Angeles, California | lemus.jazmin@gmail.com | 323.217.2859 | LinkedIn Profile

Results-driven and motivated professional with experience in strategic planning and execution of successful marketing campaigns. Demonstrated ability to build brand awareness and maximize revenue potential through effective and innovative marketing strategies. Adept at developing relationships with key customers and industry stakeholders, cultivating strong partnerships, and building brand loyalty. Technical skills in Microsoft Office, Google Docs, Basecamp, Slack, Canva, and Adobe Photoshop. Expertise in using digital, print, and broadcast media to promote products and services.

AREAS OF EXPERTISE

Sales Management	Account Management	Journalism & Podcasting
Event Management	Marketing Management	Client Relationship Management
Inventory Management	Social Media Management	Sponsorship Management

PROFESSIONAL EXPERIENCE

Kelleemack PR & Media, Los Angeles, CA **March 2023 to Present**
Public Relations Coordinator and Social Media Manager (Freelance)
Write copy and schedule posts for Kelleemack PR and Kelleemack Media social media accounts. Create graphics for social media content. Research clients' competitors and demographics. Generate publicity by pitching artists to press and coordinating coverage. Coordinate onsite execution at events. Maintain media contact list. Current notable clients include Jimmy Eat World, ASCAP (American Society of Composers, Authors and Publishers), Air Traffic Controller, Filligar, and more.

Various Publications, Los Angeles, CA **February 2023 to Present**
Contributing Photographer (Freelance)
Serve as concert photographer for prestigious music outlets such as getalternative.com and thebadcopy.com.

- Conduct comprehensive show coverage, including high-profile artists such as Flogging Molly, The Interrupters, Thrice, Silverstein, Andrew McMahon In The Wilderness, Finch, among others, resulting in notable accomplishments.

KeepItPosi.com, Los Angeles, CA **March 2019 – June 2023**
Founder | Writer | Photographer | Podcaster
Maintained social media accounts for website. Served as primary point of contact for publicists and bands seeking Keep It Posi coverage. Organized email interviews for the Music Q&A feature with various acts including The Album Leaf, Cody Votolato, The Aquadolls, and many more. Drafted editorials, album, concert, and book reviews. Examined nonprofit groups for possible inclusion on The Keep It Posi Podcast.

- Increased website traffic by implementing effective strategies, resulting in significant increase of unique visitors to 11k.
- Conducted comprehensive show coverage, including high-profile artists such as Green Day, Third Eye Blind, Dashboard Confessional, Jimmy Eat World, and Interpol, among others, resulting in notable accomplishments.
- Produced successful podcast that featured interviews with esteemed music industry professionals from renowned organizations, including iHeartMedia, Live Nation, The World Famous KROQ, Earshot Media, and South Park, resulting in over 4.6k downloads.

Fearless Records, Los Angeles, CA **August 2022 – November 2022**
TikTok Influencer Outreach Coordinator | Consultant (Contract)
Proactively identified and engaged with potential TikTok creators, pitching campaigns to leverage music by Fearless bands and create engaging content on the platform. Tracked and analyzed posts made by creators, assessing engagement and impact to inform future campaign strategies and optimize performance. Maintained comprehensive database of creators and nurtured strong relationships with prospective and existing contacts.

- Successfully executed promotional campaigns for artists resulting in increased streaming analytics, with influencers using music in social media posts to drive engagement and boost visibility. Campaigns were for high-profile artists such as Pierce The Veil, Wage War, The Pretty Reckless, The Plot In You, and more.

iHeartmedia, Los Angeles, CA **January 2021 – June 2022**
National Sales Coordinator
Crafted compelling proposals for clients advertising on Premiere Networks. Coordinated with Account Executives and Sales Managers to secure air checks for clients and support successful ad campaigns.

- Processed sales orders efficiently and accurately via Salesforce, ensuring timely and accurate execution of advertising campaigns on Total Traffic and Weather Network, and Premiere Networks.

Cumulus/Meruelo Media, Los Angeles, CA **October 2018 – March 2020**
Promotions Manager – 95.5 KLOS-FM
Directed and guided the KLOS street team through contesting assignments and event shifts. Monitored social media postings for concert announcements and the weekly KLOS email with the guidance of the Digital team to increase ticket sales. Implemented on-air giveaways and station appearances in close collaboration with Sales and Programming. Collaborated with concert promoters to execute campaigns for concert and festival ticket giveaways. Produced high-quality liners, copy, and studio facts for station appearances, on-air giveaways, and promotions, ensuring consistency and quality across all messaging channels. Managed will-call operations at major KLOS events, coordinating ticket distribution and guest list management to ensure smooth and efficient event operations. Oversaw all aspects of ticket requests and guest list management for events.

- Led successful effort to secure festival partnership, displacing long-standing competitor by leveraging key contact and executing effective promotions to drive ticket sales and secure sponsorships.
- Offered high-quality on-air giveaways to assist in raising station ratings.

Wiretap Records, Whittier, CA **June 2018 – March 2019**
Marketing Associate (Freelance)
Developed and implemented guerilla marketing strategies, including targeted distribution of flyers at shows, to promote the label's roster to the demographic. Produced and published high-quality social media content showcasing the live performances of bands signed to the label. Notable artists include Radar State (featuring members of The Get Up Kids and The Anniversary), Spanish Love Songs, Audio Karate, Go Betty Go, and many more.

Entercom Communications, Los Angeles, CA **July 2016 – September 2018**
Sales and Promotions Coordinator – 106.7 KROQ-FM
Superintended purchase orders for KROQ events and promotional items. Coordinated with Account Executives and Sales Managers to secure air checks for clients and support successful ad campaigns. Maintained and updated the CRM database, processed sales orders, and monitored invoicing systems to ensure timely and accurate billing and payment. Created visually compelling decks, including proposals, recaps, and station one-sheets, to communicate value and impact to clients.

- Consolidated the roles of sales assistant and sales and promotions coordinator to optimize revenue generation for on-air and digital purchases.
- Contributed to successful team effort that met revenue expectations for on-air and digital campaigns.
- Successfully executed events and generated revenue in alignment with sales managers' forecasts, collaborating effectively with partners.

EDUCATION

Master of Arts in Communication Studies June 2013
California State University Los Angeles, Los Angeles, CA
Bachelor of Arts in Communication June 2011
California State University Los Angeles, Los Angeles, CA

LICENSES & CERTIFICATIONS

Social Media Marketing, HubSpot Academy (Expected Summer 2023)
How To Increase Engagement To Instagram Business Profile, Coursera (March 2023)
Unlocking Your Employability, University of Queensland, Australia (January 2023)
Empathy and Emotional Intelligence at Work, University of California, Berkeley (July 2022)
Technology Entrepreneurship, Harvard University (May 2022)
Fear Free Shelters, American Association of Veterinary State Boards (May 2022)

VOLUNTEER EXPERIENCE

Photographer and Reading Rover Member, Pasadena Humane, Pasadena, CA March 2020 to Present
Photographer, United Hope For Animals, Baldwin Park, CA July 2023 to Present

PUBLICATIONS

I'm Just A Girl. What's My Destiny?: Characteristics of Women in the Organizational Culture of the Music Industry (July 2013)

AWARDS

Caring Achievement Award, Pasadena Humane (October 2022)
Compassion Achievement Award, Pasadena Humane (October 2022)
Dean's List, California State University, Los Angeles (June 2008 and June 2013)

LANGUAGES

English | Spanish