

I am writing to express interest in a marketing, media or advertising position with your company. Since November of 2011, I held the position of Show Marketing Manager at the AT&T Performing Arts Center. As The Show Marketing Manager, I managed/assigned concert and show marketing activities, including consumer marketing programs, advertising and communications and branding and promotions to maximize ticket revenue on programming and enhance the image of the Center in the community and the industry. I was responsible, along with my Marketing team for generating ticket sales for the organization through subscription and single ticket sales, support Group Sales, and creative ticket packages.

Previous to AT&T, I worked in the Marketing and Promotions office at the Granada Theater and helped build a successful brand in Dallas/Ft Worth (the 5th largest media market in the nation) and the music industry, as a whole. During my time at the Granada, I promoted private events and parties, marketed charity benefits, advertised nearly one thousand concerts, planned and purchased successful media campaigns, utilizing both digital *and* traditional media. I know with my strong marketing background, creative “outside-the-box” thinking and my passion to bring companies together in order to improve performance, I am the perfect candidate for this kind of position.

KIMBERLY JONES

9526 Tarleton, Dallas TX 75218

Cell (214) 476-7746

kimberlyjonesca@gmail.com

**“Curiosity about life in all of its aspects, I think, is still the secret of great creative people”
– Leo Burnett**

Experience:

Show Marketing Manager-November 2011-September 2012

AT&T Performing Arts Center, Dallas, TX

- Developed and implement overall marketing campaigns for assigned shows/Center events with a predetermined budget to maximize ticket sales or other Center objectives.
- Managed all tactical day-to-day components of individual campaigns, from announcement to settlement of music, dance, lecture and theatrical engagements.
- Activated new, innovative and creative ways of attracting people and prompting them to purchase tickets to events.
- Collaborated with Advertising and Public Relations Agency to determine the most effective use of advertising and promotional budgets to drive exposure through mass media, both paid and promotional.
- Coordinated with co-production companies and artists' representatives on planning and securing materials necessary to create and execute advertising and promotion plans on a timely schedule.
- Networked with Entertainment Industry to solidify market knowledge and best marketing practices in an ever changing entertainment industry.

Marketing/Promotions Manager - April 2007-November 2011

Granada Theater, Dallas, Texas

- Implemented digital and traditional media strategies while placing all print, radio, television and online advertisements.
- Built as well as sustained relationships with affiliates and partners including radio stations, print, television, billboards and street team locations as well as online entities including online newspapers, blogs, Facebook and dozens of relevant business sites
- Strategized with Granada team in order to consistently improve marketing concepts and took risks to increase profitability and ticket sales.
- Constructed promotional projects with radio stations in the Dallas/Ft. Worth media market and outlying areas that is current and relevant to the goals of both companies.

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- Work closely with high-profile sponsors, radio stations, artists, publicists and other media to engineer cross-promotion opportunities locally and nationally
- Interacted with closely with owner, the publicist, and the graphic designer and talent buyers in order to market each show and reach collective sales goals..
- *Voted Best Live Music Venue 2007-2012*

Assistant to Office Manager - October 2006-March 2007
The Agency Group, New York City, New York

- Networked with promoters, managers, and band members.
- Office administrative duties.
- Oversaw interns.

Promotions Assistant- February 2006-August 2006
Clear Channel-KHKS Kiss FM, Dallas, TX

- Aided Promotions Coordinator and Promotions Director by preparing street team for events.
- Worked alongside other Clear Channel stations, co-sponsors, and the community for charity work.
- Interacted with listeners on a daily basis in a professional manner.
- Assisted in the studio; answered listeners' calls, participated in on-air skits.
- Trained interns and new employees.
- Clerical work.

Fashion Sales/Marketing' "Modern Nomad" March 2006- July 2006
Z-Brand Clothing Company, Dallas, TX

- Point Person for the Dallas market..
- Acted as liaison to the buyers and store managers.
- Market and coordinate events with local and national celebrities; Fuse TV anchors, DJ's, reality stars, models, bands, actors, and singers.
- Participated in trade and fashion shows in Dallas and NYC.

Education:

Liberty University, Lynchburg, VA. May 2010, 3.93 G.P.A, Magna Cum Laude

- Multi-Disciplinary Studies Major: Communications focus
- Dean's List all terms enrolled, Spring 2009, Summer 2009, Fall 2009, Spring 2010

University of Colorado at Boulder, Boulder, CO. 2000-2002, 2005

- Communication Major, with a concentration in Organizational and Interpersonal Communication.

Activities/Interests:

- Big Brothers/Sisters mentor 2008-present
- Munger Place Church Leadership Council
- TAP: Uptown Marketing Leader
- Music, networking, sports, nutrition and fitness, traveling, plays and spending time with friends and family.

References

Dana Cobb, Director of Marketing

AT&T Performing Arts Center
2100 Ross Avenue, Suite 650, Dallas TX 75201
Dana.cobb@attpac.org
214 978 2882

Mike Orren

Founder, Pegasus News; former Publisher, Texas Lawyer, former General Manager,
D Magazine
3042 Rambling Drive, Dallas, TX 75228
mike@mikeorren.com
214 514 4710

Jencey Keeton, Digital Marketing Manager

AT&T Performing Arts Center
2100 Ross Avenue, Suite 650, Dallas TX 75201
jencey@gmail.com
214 701 3373

Becki Howard, Talent Buyer

AT&T Performing Arts Center
2100 Ross Avenue, Suite 650, Dallas TX 75201
bephare@gmail.com
214 282 4588

Cindy Evans, Publicist

Levenson & Hill
717 North Harwood Suite 2000 Dallas, TX 75201
cindy.evans@landh.com
214.932.6009

Falon Neiswander, Executive Assistant to Chief Operating Officer

Sony Music Entertainment
550 Madison Ave, 11th Floor, New York, NY 10022
Falon.neiswander@sonymusic.com
212- 833- 4591

