

BRIAN RICHARD GRIFFIN

EXPERIENCED MULTIMEDIA MANAGER

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EXPERIENCE

Reach Records
Atlanta, GA — *Digital Intern*
SEPTEMBER 2022 - PRESENT

What I've Learned: Multiple technical & industry skills, how to build a marketing and digital strategy for music releases, managing metadata across platforms, and music and video delivery to DSPs, among many others.

Griffin Media & Design
Grand Rapids, MI — *Multimedia Producer & Project Manager*
JANUARY 2019 - PRESENT

Work closely with artists and small businesses to achieve their communication and marketing goals. Organize and execute multiple projects simultaneously from ideation to final project delivery, and maintain frequent communication with clients to ensure satisfaction throughout the entire process. **What I've Learned: How to manage several campaign projects with multiple deadlines, manage a team of three, and execute marketing rollouts with consistency.**

The 89th Key, EMSRY, Gnedds
Lansing, MI — *Digital Manager & Marketing Specialist*
DECEMBER 2015 - PRESENT

Worked closely with these three artists and venue managers to schedule shows, plan logistics, and create all marketing content for the artists. Managed YouTube pages, email marketing, social media content, etc. Submitted masters to DSPs with verified metadata and pitched music to playlist and DSP curators. **What I've Learned: How to communicate effectively with a team and artists and learn to position an artist to a target market.**

EDUCATION

Bachelor of Arts — Digital Media
Cornerstone University
EXPECTED DECEMBER 2022

Bachelor of Arts — Creativity & Innovation
Cornerstone University
EXPECTED DECEMBER 2022

ABOUT

Experienced music business and multimedia marketing coordinator. Eager to help **amplify and distribute music** and media with important stories to challenge perspectives and change narratives.

CERTIFICATIONS

YouTube Content Management (4)
Certified November 2022

Hubspot Social Media Marketing
Certified May 2022

TECHNICAL SKILLS

Adobe Creative Suite
YouTube Content Management
Metadata Entry
Audiosalad
Video / Photo Production & Editing
MailChimp & Email Marketing
Web & Graphic Design
ProTools
Google Workspace Suite
Design Thinking

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