

# BRIAN RICHARD GRIFFIN

## EXPERIENCED MULTIMEDIA MANAGER

1629 Beecher St. Atlanta, GA 30310  
(517) 525-3590 • [brianrichardgriffin@live.com](mailto:brianrichardgriffin@live.com)  
[brianrichardgriffin.com/portfolio](http://brianrichardgriffin.com/portfolio)

### EXPERIENCE

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

- Assist the digital distribution and marketing team with objectives for music releases
- Delivered masters and metadata to Digital Service Providers,
- Created reports on digital advertising campaigns
- Managed copyright claims from user generated content
- Transcribed unreleased music lyrics for submission to platforms
- Submit new releases to playlist curator
- Assist in email marketing to contribute to the revenue goals of the company

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

- Worked closely with artists and small businesses to achieve their communication and marketing goals.
- Organized and executed multiple projects simultaneously from ideation to final project delivery, and maintain frequent communication with clients to ensure satisfaction throughout the entire process.

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

- Schedule shows, plan logistics, and create all marketing content
- Managed YouTube pages, email marketing, social media content
- Submitted masters to DSPs with verified metadata
- Pitched music to playlist and DSP curators.

### EDUCATION

Bachelor of Arts — Digital Media  
Cornerstone University  
EXPECTED DECEMBER 2022 • GPA 3.9

Bachelor of Arts — Creativity & Innovation  
Cornerstone University  
EXPECTED DECEMBER 2022 • GPA 3.9

### 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

[VIEW MY PORTFOLIO >](#)