

# BOOKER TERRY MCGILL JR

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## Executive Summary

**20 years' management level experience** & leadership in product management, marketing, product roadmaps & benchmarks, staff hiring / training, market research, digital marketing, social media marketing, brand development, go-to-market strategic planning & event planning.

**Experienced developing** a start-up campaign and can also adapt to an established marketing system.

**I'm experienced developing product & executing marketing strategies at all phases "End-To-End"**

## Project development, pre-launch research, test market, budget allocation, marketing timeline, demographics research, product launch, advertising channels, sales, distribution, "after" launch research, consumer testing & product evaluation.

## Professional Skills

Product Management, Digital Marketing Platform Product Strategy, Social Media Marketing, staff hiring & training, budget management, KPI research, SaaS, Microsoft programs, Excel, Hubspot, Salesforce, Marketo, CRM experience, google AdWords, google analytics, youtube advertising, Nielsen media broadcast research, marketing automation, SEO Strategy, Content Marketing, Email Marketing, website design, Adobe Photoshop, Adobe InDesign, Pay-Per-Click, brand development, web traffic research & optimization, Media Advertising: TV, Regional Cable, Radio, Internet, & Print Advertising & digital distribution

## Professional Experience

**TAM Music Marketing & Consulting - Dallas, TX**

**Nov 2000 - Present**

**VP of Marketing and Strategic Planning**

- Locate, acquire, execute all new client negotiation, market research, design appropriate marketing strategy, arrange 3rd party vendors as needed & budget recommendation to launch their project.
- Execute all project marketing strategies at all levels and phases... "end-to-end": Research, testing, creative design, development, test market, product launch, demographics research, advertising, sales, distribution and finally post project research, testing & evaluation.
- Increase market share using the latest digital marketing, broadcast media advertising, PR media campaigns, event planning strategies, social media, project & business development techniques.
- Implement Marketing Strategy to include Social Media pay-per-click advertising, 1.4 million Facebook Groups subscribers, email marketing, using SaaS, All Microsoft Software programs, Salesforce CRM, Google Advertising, HubSpot, Google Analytics, Marketing Automation, Marketo, SEO Strategy, Integrated marketing, Content Marketing.
- Direct and coordinated SEO, SEM, Banner Ads, Video Advertising, TV-Radio, pay-per-click advertising, blogs & Print Advertising to increase website engagements to drive consumer traffic.
- Research & evaluate projects quantitative data to measure success/failure to guide strategic approach.
- Establish distribution channels then communicate data with the client. (target digital, on-line web sales and in-store project availability to reach businesses & consumer)
- Train & instruct the marketing team, identify target markets, geographical locations, best websites, retailers to establish relationships to solicit product placements.
- Conduct market research to identify best marketing campaign using all available media platforms depending on the marketing budget assigned (radio station, YouTube, TV networks, regional cable, social media, email marketing, text blast, ad buys, pay-per-click campaign, etc.)

- Using Adobe Photoshop & InDesign, create, design and approve marketing material to effectively launch a business venture (artwork design, web content, social media imaging, internet ads)
- Negotiate and secure broadcast TV, Cable TV, XM, AM, FM, print media coverage and advertising.
- Oversee & implement the financial aspects of the marketing campaign, budget implementation, accountability, approval and allocation of funds.

• **PLAN MAJOR EVENTS, "ON LOCATION" BUSINESS CONFERENCES AND SEMINARS:**

To maximize the client's exposure, I plan events, workshops, business conferences and seminars.

**Below is a list of prior pre-events and post event activities I've planned:**

Super Bowl Weekend, Carnival Cruise, NBA All-Star Weekend, SXSW in Austin, TX, Soul Train Music Awards, Kentucky Derby, BET Awards, Billboard Music Awards, Essences Festival in New Orleans, New Orleans Jazz Festival, Grammy Awards in Los Angeles, The Indianapolis 500 Auto Race!

**Below Are My Event Planning Step-By-Step Timeline Process & Procedures:**

- Schedule meetings to discuss the event's objective, staffing, budget approval and ROI projections.
- Arrange and negotiate contractual event agreement with hotel property or convention venue.
- Create event schedule, timeline, pre-event marketing, advertising, press/media, & post event analyst.
- Coordinate travel, air, ground transportation and accommodations for speaker and celebrity guest.
- Prepare signage, banners, hand-outs, all paper goods, etc.
- Hiring staff and 3rd party vendors, assign responsibilities, event security, audio / sound, stage lighting, food / drink menu, video production, live video internet streaming setup, webinars. etc.
- Order and manufacture trophy, plaque, awards presentation, etc.
- Organize pre-event venue walk-thru, rehearsals, sound checks, lighting checks, etc.
- Coordinate all event physical set-up, staging, VIP areas, backstage area, dressing rooms, meeting areas, seating, vendor / sponsorship tables signage and requirements, etc.
- Order physical ticketing, set-up on-line tickets sales / distribution and design company website / social media ticket buy system.
- Coordinate VIP / all-access lanyards, photo IDs passes, will-call list area / arrangements.

**Fully Loaded Records / WEA Distribution - Los Angeles, CA**

**Mar 1999 - Aug 2000**

**VP Of Marketing**

- Responsible for the marketing department increasing exposure, sales and growth of the company.
- Present the marketing departments strategies and budget requirements to supervisors for approval.
- Secured and maintained National AM, FM, College Radio & TV Airplay Public Relations, Print, Internet, television Media Marketing Scheduling & Planning.

**Celestial Breakaway / Universal Distribution - Los Angeles, CA**

**Jun 1998 - Mar 1999**

**President of Marketing**

- Responsible for the marketing department increasing exposure, sales and growth of the company.
- Present the marketing departments strategies and budget requirements to supervisors for approval.
- Secure National AM, FM, College Radio & TV Airplay Public Relations, Print, Internet, television Media Marketing Scheduling & Planning.

**Scotti Brothers / All American Music / WEA Distribution - Los Angeles, CA**

**Oct 1993 - Jun 1998**

**VP Of Marketing**

- Hired with the company original job title: "Regional Field Manager" Based in Dallas, TX.
- Promoted to "National Director", then eventually elevated to "VP of Marketing" and requested to relocate to the corporate headquarters in Santa Monica, CA.
- Responsible for the marketing department increasing exposure, sales and growth of the company.
- Present the marketing departments strategies and budget requirements to supervisors for approval.
- Secured National AM, FM, College Radio & TV Airplay and Advertising.

**Education**

**College:** University of North Texas    **Location:** Denton, Texas

**College Degree:** Bachelors Arts    **Major:** Business Administration, Management