

BOOKER TERRY MCGILL JR

(Please Call Me Terry!)

Phone: 214-282-8933 Available 10am to 8pm (CST)

Email: terrymcgill@tammusicconsulting.com

ATTN. HIRING MANAGER,

After reviewing the job requirements, I feel that my skills, experience and leadership are a great fit for this job position.

I bring to your company twenty years management level experience in product management, B2B / B2C marketing, digital marketing, go-to-market strategic planning, communications, public relations, event planning, brand development, social media marketing.

I'm experienced developing product & executing marketing strategies at all phases... "END-TO-END":

* pre-launch research, test market, demographics research, budget allocation, product launch, advertising, sales, distribution, "after" launch research, consumer insights & evaluation. I will increase visibility, revenue and market share!

BELOW ARE SPECIFIC SKILLS I BRING TO THIS JOB POSITION:

Digital Marketing Strategy, Social Media Marketing, staff hiring & training, budget management, KPI marketing research, SaaS, Microsoft programs, Excel, Hubspot, Salesforce, Marketo, CRM experience, google AdWords, google analytics, Spotify marketing, youtube advertising, BDS / 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

CAREER OBJECTIVE:

My objective is to transition 20 years' experience successfully marketing music, film & entertainment projects to a more secure & profitable industry that focuses on teamwork, rewards hard work, loyalty and my passion to succeed.

ADDITIONAL INFORMATION:

- * I'm a United States citizen legally authorized to work in this country for any employer.
- * I have no criminal record and I would gladly submit to a background check to verify.
- * I'm located in the suburban Dallas, TX area. I would gladly relocate for a competitive job offer.

Please contact me to arrange a phone, video conference or in-person interview.

Sincerely,

Terry McGill Jr