

SUMMARY

Social Media - Extensive experience in community management, online marketing/evangelism, fundraising, and promotion using bleeding-edge social technologies. Core competencies in all major social platforms (Facebook, MySpace, YouTube, Twitter) as well as various content management systems from Drupal to Wordpress.

Management - Led teams of up to 7 community managers, engineers, and designers in executing bellwether online marketing programs

Marketing - Emphasis on branding using online tools and word-of-mouth buzz-building.

Music and Media Production - Over 17 years of music background, with an emphasis on music technology and media outlets. Significant understanding of the music industry and underlying business models

EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Cambridge, MA — Master of Science in Media Arts and Science, 2007

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Cambridge, MA — Bachelor of Science in Music, 2004

EXPERIENCE

COMMUNITY DIRECTOR

Warner Bros. Records

July 2009-Present

- Managed team of 7 community managers overseeing all aspects of artists' online personae, including artist.com websites and major social networks Facebook, MySpace, YouTube, and Twitter
- Completed hiring and termination, building the team from an initial size of 5 community managers to a total of 7
- Prepared and executed online/social media and email marketing plans for over 35 artists in nearly every genre, including Michael Bublé, Josh Groban, Eric Clapton, My Chemical Romance, Disturbed, Deftones, Mastodon, Tom Petty and the Heartbreakers, DEVO, The Black Keys, The Flaming Lips, Never Shout Never, and many more.
- Created and documented best practices, novel strategies, and unique online activities to leverage the virality of social networks and the distinctive power of customer data
- Evangelized the use and benefits of social media to artists, managers, and internally within various departments
- Developed core objectives and departmental goals with emphasis on growth, engagement, user retention, and fan satisfaction

GOOGLE LIAISON AND COMMUNITY MANAGER

X PRIZE Foundation, Google Lunar X PRIZE

March 2008-July 2009

- Liaised between Google and X PRIZE Foundation in support of Google Lunar X PRIZE, including weekly meetings/teleconferences and reporting.
- Managed worldwide community of fans using social media tools like Twitter, Facebook, Blogger, YouTube, etc. Evangelized the importance of private space travel and engaged community in educational and entertaining web activities.
- Authored and implemented sweeping web strategy incorporating social tools and content management systems (Drupal/MySQL)
- Increased web traffic by 300% in first six months.

- Developed content generation strategies, including distributed blogging, incentive programs, and video workflows. Interfaced with media experts from each competing team to build new content.
- Worked with marketing teams to develop branded presence in social communities such as Twitter and Facebook.
- Designed and operated retail store at CafePress.com

AUDIO TECHNICIAN

Widget Post Production *September 2007-March 2008*

- The largest independently owned audio post production facility in Hollywood.
- Developed workflow for cataloging all media transfers using FileMaker Pro.
- Logged, transferred, and archived incoming media in all current digital formats as well as legacy analog formats.
- Conformed files for editing, restoration, and delivery.
- Dialog and effects editor and re-recording mixer for short film *Demption*, by Jason Neudecker, starring David Krumholtz.

RESEARCH ASSISTANT

MIT Media Laboratory *February 2001-June 2007*

- Participated in a wide array of research on topics such as robotic musical instrument design, MIDI controllers and musical interfaces, novel pedagogy and music toys for children, mixing and performance systems, interactive performance software, psychoacoustics, and much much more.
- Full list of projects available upon request.

SKILLS

- **Social Platforms:** Facebook, MySpace, Twitter, YouTube, Vimeo, FriendFeed, Blogger, WordPress, Drupal, MediaWiki and Wikipedia, Picasa and Flickr, etc.
- **Online marketing and analytics tools:** Omniture, Google Analytics, Bit.ly Pro, Hootsuite
- **Software:** ProTools, Digital Performer, Reason, Kontakt, Reaktor, Final Cut Studio (including DVD Studio Pro and Motion), Adobe Photoshop, Illustrator, etc.
- **Computer Languages:** MAX/MSP, Javascript, PHP/MySQL, CSS, HTML, Perl
- **Music:** Composition in both notated and electronic forms, I play upright bass and bass guitar in a variety of styles

RELEVANT SITES

- <http://iamfaster.org>
- A wide array of artist websites, listed/linked from here:
<http://www.warnerbrosrecords.com/artists>
- Twitter: @revrev
- Flickr: <http://www.flickr.com/revrev>
- LinkedIn: <http://www.linkedin.com/in/revrev>