

Christine Occhino: *Work & Music Business Resume*

Brighton, MA - Christine.Occhino@Gmail.com

Education

Bachelor of Music in Music Business & Management • Berklee College of Music c/o 2011 • Boston, MA

Member of the Dean's Club for demonstrating academic achievement and exceptional leadership. **Major GPA: 3.8**

Related Coursework: Legal Aspects of the Music Industry, Principles of Business Management, Financial Accounting, Business Leadership & Ethics, Advanced Legal Issues & Contract Negotiation, Computer Applications, International Economics & Finance, Business Start-ups, Creative Promo in New Media, Communications, Marketing, Data Management & Statistics

Experience

5/10-8/10 • Artist Relations Associate • "Ask Darcie" Music Business Mgmt & Consulting • Boston, MA

- Artist/Client Liaison and assistance with client social networking and event participation
- Press kit and correspondence assistance, promotion of special events, assistance with mailing and promotion for website upkeep, some correspondence writing
- Work with some high-profile clients requiring appropriate levels of confidentiality

12/09-Present • Promotional Director • The Groove (Berklee Student Voice) • Boston, MA

- Plan and direct advertising policies and publicity materials, contests, coupons, giveaways and promotional events
- Collaborate with the managing editor and web administrator to promote events to the Berklee & Boston community
- Generate daily awareness via Facebook, Twitter, and Campus Cruiser websites
- Solicit outside advertisers and set up basic accounting to generate revenue, advertise in both print and online formats
- Liaise for The Birn, Café 939, The Berklee Performance Center, and other venues to promote synergy
- Some staff writing

5/09-Present • Promotional Model • Aspen Marketing Services (MA) Big Night Promotions (MA) • Preston Marketing (MA) One WMG/Uno Management (NYC)

- Top selling brand ambassador promoting sales of products for Toyota, Budweiser, Heineken, Amstel, Dos XX, New Castle, Presidente, Castries, Brinleys, Magners, Orange V, Pearl Vodka, Crystalhead Vodka, and more
- Work on and off premise at popular NY, CT, and MA clubs, bars, restaurants, concerts, parades, and liquor stores to promote and market products and merchandise (for several Spanish-speaking events as well)
- Engage and interact with customers, being articulate and confident with product knowledge to persuade customers to switch over to purchase our products successfully
- Distribute promotional materials, prizes, and moderated raffles and contests

2/10-4/10 • Promotions & Marketing Coordinator for the Berklee Spring Fest 2010 • Berklee College of Music • Boston, MA

- Large public music festival sponsored by the Prudential Center in the outdoor plaza
- Developed publicity materials, wrote press releases, contacted local publications about publicity and advertisements, distributed calendar listings, collaborated with broadcast media, participated in live radio interview, promoted musicians, and managed sales table during the event

1/10- Present • Project and Departmental Assistant • Berklee College of Music • Boston, MA

- Provide administrative support as needed for various departments such as the Student Activities Center, Peer Advising and 5-Week programming
- Peer Advisor for a group of 20 students, coordinating meetings and events, counseling, and guiding incoming students through their academic and social adjustment. Trusted with Berklee Purchasing Card for student activity expenses.

6/03-9/09 • Office Assistant • Vertex Marketing Communications • Stamford, CT

- Front desk work at a full service advertising agency greeting people, handling phone calls, filing, ordering and stocking supplies, letter writing, sending out mailers, updating website materials, light graphic design work

5/08-8/08 • Marketing Representative • RIS Media • Norwalk, CT

- Addressed all phone calls, recruited hundreds of customers and kept record of all guest accommodations for the real estate media firm's biggest event of the year, their 19th Annual Leadership Conference at the Roosevelt Hotel in NYC

1/07-6/07 • Front Desk • Stamford Performing Arts Center • Stamford, CT

- Receptionist work answering phones, emails, interacting with customers, distributing costumes and supplies
- Organized files, maintained student data in the computer, and stocked supplies
- At recitals/concerts, tracking ticket sales, distributing tickets and programs, hostessing, managing snack bar

Computer Skills: *Administrative:* Fluent in Apple Platform, PC Platform, Microsoft Office • *Graphic/Web Design:* Working knowledge in Adobe Photoshop, Quark Express. Quick typist, very Internet savvy • *Music Applications:* Working knowledge in GarageBand, Finale, Reason, Logic