

Christine Occhino

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Education

BM in Music Business & Management (Entrepreneurial Track) • **Berklee College of Music '11 • Boston, MA**

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

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, The R&B/Soul Business of HipHop, Advanced Entrepreneurial Practicum.

Work Experience

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

- Artist/Client Liaison regulating client social networking (Facebook, Twitter, email lists) and implementing strategic planning to ensure successful event participation
- Press kit and correspondence writing assistance, promotion of special events
- Participated in meetings and serviced high-profile clients requiring appropriate levels of confidentiality
- Promoted outreach, attended, scheduled and managed events with the Boston HipHop Alliance (Berklee Chapter), Velvet Stylus, and Berklee HipHop/Urban Music Symposium
- Compiled key research components for event organization and bookings
- Developed marketing strategies for musical artists to promote awareness and increase fan base
- Obtained knowledge in music business, entertainment law and copyright law
- Offered to continue work as an independent contractor after internship term was complete

12/09-Present • Co-Editor and Director of Business Affairs & Promotions • The Berklee Groove • Boston, MA

- Responsible for interviewing and hiring new staff members to carry on positions and improve content of online student newspaper effectiveness and outreach
- 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 to communicate upcoming events and encourage campus-wide participation and community building
- Solicit outside advertisers and set up basic accounting to generate revenue
- Delegate work to staff writers and web administrator and represent The Groove to the supervisor and other on-campus departments
- Plan, manage and execute all promotional party events including details securing venue, catering, equipment rentals, staffing help, booking DJ, advertising event, supervising party to make sure everything stayed orderly and on schedule, collecting an email list of attendees, and hosting as well
- Liaise for The Birn, Café 939, The Red Room, The Berklee Performance Center, and other venues to promote synergy
- Advertise in both print and online formats
- Staff writing

6/10-Present • First Year Student Advisor & 5 Week Program Asst. • Berklee College of Music • Boston, MA

- Work with supervisors to provide over 1,000 incoming students with a smooth transitional experience into college through extensive training, working check in and orientation, organizing one-on-one time with students to give support during their first semester, providing academic advising and schedule planning, and working with a faculty advisor to generate a solid resource for students to go to with any questions or concerns
- Manage a group of 22 students and plan various events throughout the semester to create a "team bonding" experience; also one of the few Advisors with all top-rated reviews in student surveys at the end of the semester stating that they felt I was the one honest and truly supportive resource they could rely on at the college
- Supervise various events around Boston and made sure students traveled safely to and from locations
- Collect student payments and monitored responsible group spending with college debit card

1/10-Present • Marketing Director • Berklee Spring Fest 2010 • Boston, MA

- Selected from hundreds of students at the college to be responsible for all marketing and promotions for Berklee's first ever Spring Fest outdoor music festival cosponsored by the Shops at the Prudential Center
- Organize logistics of event with head coordinator and attend weekly meetings enabling the festival to be free of charge, feature 6 of Berklee's most talented musicians, a mini bazaar of community vendors, and children's entertainment area

- Utilize various social media outlets to spread the word to students in surrounding college campuses
- Manage various tents ensuring that talent was taken care of, organize rotational staff breaks, and supervise the day's overturning of events to make sure everything runs smoothly
- Event has been a huge success, garnered a ton of local media attention, was promoted heavily all over the city, and drew a crowd of more than 600 people in the outdoor plaza, in turn creating tons of business for the Shops at the Prudential Center
- Asked to coordinate event again in 2011 with core planning team

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

- Brand ambassador generating impressive sales and running promotions for Budweiser, Heineken, Amstel, Dos XX, New Castle, Presidente, Castries, Brinleys, Magners, Orange V, Pearl Vodka, Crystalhead Vodka, Toyota and more
- Work on and off premise at popular NY, CT, and MA clubs, bars, restaurants, concerts, parades, warehouse showcase events and liquor stores to promote and market products and merchandise (for 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

6/03-8/10 • Office Assistant • Vertex Marketing Communications • Stamford, CT

- Receptionist work at a full service advertising agency including greeting clients, addressing and processing phone calls, filing, ordering and stocking supplies
- Letter writing, mailers, updating website materials, light graphic design work
- Collaborated with supervisors to come up with innovative marketing strategies
- Implementing social media knowledge to advance outreach through Facebook, Twitter, email lists, etc.

9/08-1/09 • Cashier, Guestlist, Promos • Boston VIPList • 235Ent • Top Shelf Ent • Sammy'sVIP • Boston, MA

- Hostess demonstrating superior customer service greeting guests at various top Boston nightclubs
- Managed up to 7 guestlists at a time ensuring that all guests were happy with their party
- Responsible for paying out other employees and counting out the profits with owner at the end of the night
- Provided consistent customer relationship management among regular patrons, made sure VIP customers were taken care of, and pushed promotions to increase clientele
- Helped with money management, promotional techniques, list organization, development of parties with special guests, and punctuality of staff
- Maintained a great reputation for being reliable and hardworking, resulting in many positive referrals leading to work with other promotion companies in the area

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

- Processed phone calls and recruited hundreds of customers for the real estate media firm's biggest event of the year, their 19th Annual Leadership Conference at the Roosevelt Hotel in NYC
- Kept record of all guest accommodations
- Management of customer relations
- Increased sales during difficult economic times

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

- Receptionist work answering phones, emails, and interacting with customers
- Organized files, maintained student data in the computer, and stocked supplies
- Provided customer service to clients and members of school and organized class bookings/scheduling
- Managed ticket sales and coordinated ticket, costume, and program deliveries during recital time

Computer Skills:

Administrative: Fluent in Apple Platform, PC Platform, Microsoft Office. Quick typist. Very internet savvy.

Social Media: Facebook, MySpace, Twitter; familiar with various email servers & video chat programs.

Graphic/Web Design: Working knowledge in Adobe Photoshop, Quark Express.

Music Applications: Working knowledge in GarageBand, Finale.