

**Hello!**

**I'm Julia Gomberg.**

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## About Me

Highly creative and skilled marketing strategist with a huge passion for music, writing, and pop culture with over six years of working experience in marketing, social media, and the music industry. Looking for my next career opportunity where I can provide quality support to the planning and execution of company marketing campaigns and more.

## Experience

OCTOBER 2021 - PRESENT

**Roc Nation, Manhattan, NY** - *Manager, Digital Marketing & Strategy*

- Develop full scope digital marketing plans to drive fan engagement across all online platforms and an overall digital creative vision for 15-time Grammy Award winner Alicia Keys.
- Lead and coordinate social media, DSP relationships, content development, streaming marketing, digital advertising & CRM campaigns.
- Build relationships with key digital promotional partners and to develop promotional activities, content creation, exclusive events and additional partnership opportunities.
- Target and execute digital trends, analyze social behaviors, and align these with marketing goals to create new and innovative opportunities.
- Monitor analytics on streaming platforms, understand the consumption patterns and craft tailor made campaigns to maximize music consumption as well as analyze in-depth KPIs and social growth in measuring the success of campaigns/tools on a daily basis.

AUGUST 2021 - PRESENT

**Roc Nation, Manhattan, NY** - *Label Manager, Digital Marketing*

- Work closely with Roc Nation Label artists and management teams (Willow, Harry Hudson, Maeta, Harloe, Infinity Song) to strategize and develop robust digital marketing campaigns in support of artists' releases and projects.
- Develop and execute digital marketing/sales and content distribution strategies for clients; prepare press releases, social media copy, pitches to key digital retail, mobile, and online promotional partners to secure retail campaigns and marketing opportunities for releases.
- Pitch and secure placement with Digital Service Providers, including Apple, Spotify, TIDAL, VEVO, YouTube, etc.
- Communicate findings and insights to respective departments to help establish best practices and growth opportunities, and guide analysis into action and results.

APRIL 2021 - PRESENT

**Roc Nation, Manhattan, NY** - *Digital Content Specialist, Equity Distribution*

- Grow artist awareness, site traffic, and content syndication through third party editorials, feature placements, social networking strategies, marketing programs, D2C initiatives, contests/sweepstakes, and exclusive content promotions to drive revenue.
- Manage communication between artists and managers to develop artist generated content.
- Develop and execute digital marketing/sales and content distribution strategies for management clients.
- Prepare pitches to key digital retail, mobile, and online promotional partners to secure retail campaigns and marketing opportunities for releases
- Create, design, write and manage all social media content across Instagram, TikTok, Twitter, Facebook, and other platforms.

MAY 2019 - APRIL 2021

**TuneCore, Brooklyn, NY** - *Content Specialist, Marketing*

- Owner of brand narrative and creation of brand copy for marketing, product and brand initiatives. Strategize, creates and manages various content types including educational content, survival guides, blog posts, infographics, newsletters, and other digital content as needed.

- Manage all international translation projects in 10+ languages related to localization of messaging and content including landing pages, graphics, SEO, and external development.
- Perform analysis, interpret data, and develop reports and dashboards to monitor performance of lifecycle marketing programs, including tracking of key metrics tied to acquisition, retention, renewals, and upselling.
- Manage Wordpress CMS updates, including landing pages, graphics, testimonials, external development projects, domain redirects, vanity URLs, and localization efforts.
- Coordinate with Brand Marketing, Artist & Relations, and Social Media teams to execute cross-channel campaigns and partnerships.

JUNE 2018 - APRIL 2019

**doNYC, New York, NY** - *Audience Development Manager*

- Grew YoY cross-channel audience engagement by 62%.
- Directed life cycle for content strategy: site, email, and social using tools including Google Analytics, Hubspot, and Mailchimp. Created, prioritized and managed roadmaps for planning, testing and optimization of campaigns.
- Developed long-term partnerships to grow audiences: Governors Ball, Forest Hills Stadium, Shadowbox, BK Flea Record Fair, and Electric Zoo.
- Responsible for all long form local editorial content and event guides featured on the site (e.g. *NYC's Best Date Spots*, *Top Must-See Acts at Governors Ball*).
- Managed and executed all partnership promotions: ticket giveaways, presales and festival flyaways.

JANUARY 2016 - OCTOBER 2018

**The Dayz (Band), New York, NY** - *Social Media Manager*

- Increased social media followers and audience engagement by 71%.
- Managed all cross-channel promotional content, including release strategy, special announcements, interviews, tour scheduling, and press releases.
- Set clearly defined goals to drive content engagement initiatives, including increased follower retention, online presence, brand awareness and website and social media traffic.
- Booked 10 tri-state area shows (e.g. Arlene's Grocery, Bowery Electric, Mercury Lounge).

FEBRUARY 2018 - JUNE 2018

**Mediaplanet, New York, NY** - *Senior Publisher & Project Manager*

- Head Publisher and Campaign Manager of content marketing campaigns released across multimedia platforms, including USA Today, LA Times, and Chicago Tribune.
- Reached a national audience of over 50k readers per campaign while tracking sales and effectiveness of campaigns to optimize strategy planning and initiatives.
- Funded multimedia campaigns through pitching print and digital advertising sales.
- Directed the entire production cycle of the print and digital campaigns from start to finish.

## Skills

Highly proficient in Hubspot, Wordpress, Microsoft Office, Squarespace, Mandrill, Mailchimp, SQL, social media platforms, and Google Analytics, as well as:

- Copywriting and editing
- Project Management
- Campaign development
- Graphic design
- Social Media strategy
- Data analysis and SEO
- Digital marketing
- Cross-channel strategy

## Education

MAY 2015

**Keene State College, Keene, NH** - *Bachelor of Arts*

Communication Studies Major Studio Art Minor

Member of Lambda Pi Eta, National Communication Honors and Phi Beta Delta, International Scholars Honors.