

Grant Waring

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DIRECTOR OF DIGITAL MARKETING, CONTENT & MEDIA

OBJECTIVE

Professional with over ten years experience strategizing and executing projects in digital marketing; content production and management; data and analytics; app and website management; and PR seeking new job opportunity.

SKILLS & EXPERTISE

Figure-it-out-ability | Digital Marketing | Content Production | Data Analysis | Public Relations (PR) | App Production | Website Management | Budgeting | Email Marketing | Leadership | Management | Communication | Social Media | Copywriting | Customer Acquisition | Content Marketing | Customer Journey Mapping | Return On Investment (ROI) Optimization

WORK EXPERIENCE

SCOREMORE HOLDINGS LLC (ACQUIRED BY LIVE NATION INC MAY 2018) – Austin, TX

Oct 2010 – Present

- *Scoremore Holdings LLC promotes and produces concerts, festivals and events as a part of Live Nation Entertainment Inc*

Director of Digital Marketing, Content & Media

SCOREMORE HOLDINGS LLC – Austin, TX

May 2016 – Present

- Manage all aspects of digital landscape, overseeing digital marketing, content, data and analytics, media, apps, websites and PR
- Execute all digital marketing campaigns, created total of \$20,574,322.60 in Revenue with 3,382.08% ROI, \$34.82 ROAS with \$590,862.81 spend
- Improved On Sale ad results for flagship JMBLYA festival 2018 to 2020, the two most successful years for the fest – increased Conversions 7,459 to 27,890, Revenue \$777,674.14 to \$4,066,094.00, Ticket Sales from Ads 17.201% to 55.780%, ROI 2147.91% to 5543.64%, lowered CPA \$3.158 to \$2.583
- Managed 6-8 projects simultaneously at all times, working with all of company's 7 departments while also managing 5 third party marketing agencies
- Created entire processes and procedures for Club & Theater digital marketing, taught colleague so he could take over that responsibility while managing him
- In 2019 across 6 festivals, produced content that led to 26,144,829 Reach, 47,980,267 Impressions, 4,001,118 Engagements, 24,980,580 Video Views
- Created and oversaw 4 team manager positions (Video, Photo, Social Media, PAs), which maximized pre-production, production, post-production process
- Worked alongside Live Nation privacy team to execute plan for data security protocol including [CCPA compliance](#); managed this ongoing project on behalf of Scoremore

- Oversaw 47 email newsletter campaigns to 552,924 Total Subscribers that resulted in 19.66% Average Open Rate and 3.73% Average CTR
- Increased email newsletter open rates from 17.88% in 2019 to 22.56% in 2020
- Achieved 3.73% Average CTR compared to 2.36% industry standard for our 550K+ subscriber email newsletter database
- In first two years managing PR, increased Total Media Impressions by 163.82% and Total Media Value 873.07%
- Oversaw production of company's first app, achieved app downloads equalling 36% of total fest attendees with 150,349 Total App Sessions, 427,571 Total Screen Views, 26.8 Average Sessions per User, 2.84 Average Screens per Session and 4:18 Average Session Duration

Social Media, Marketing & Media Manager

SCOREMORE HOLDINGS LLC – Austin, TX

Jan 2014 – Aug 2016

- Generated \$159,685.00 in revenue with 1976.19% ROI, \$20.76 ROAS in first year
- Produced all festival content teams, grew team from 2 to 8 people, executed on-site and post-fest social media content

Social Media Manager

SCOREMORE HOLDINGS LLC – Austin, TX

Sep 2011 – Aug 2016

- Grew JMBLYA fest's socials from 0 followers to combined 23,133 in 2 years
- Grew ScoreMore socials by 417.33% on Twitter, 686,000% on IG and 340.61% on FB
- Executed contests in collaboration with artists' teams (example [HERE](#) with 20K+ entries)

Editor, Blog

SCOREMORE HOLDINGS LLC – Austin, TX

May 2011 – Aug 2016

- Created the blog interviewing, hiring, onboarding, training process, leading to 14 hires

Promoter, Street Team

SCOREMORE HOLDINGS LLC – Austin, TX

Oct 2010 – Jun 2013

- Generated ticket sales and distributed promo materials using extensive social network

EDUCATION

Bachelor's Degree • Multimedia Journalism, 2013 • The University of Texas at Austin

CERTIFICATIONS

Google Ads: Display, Search, Video

PLATFORMS & SOFTWARE

Facebook • Instagram • Twitter • Snapchat • Spotify • YouTube • Google • Bing • TikTok • Mailchimp • Fan CRM • LinkedIn • Photoshop • Dropbox • Google Drive • Box