

Grant Waring

grantdwaring@gmail.com • +1 (214) 392-2068 • linkedin.com/in/grantdwaring

DIRECTOR OF DIGITAL MARKETING, CONTENT & MEDIA

OBJECTIVE

Music industry professional with over ten years at current company 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 • Content Production • Content Management • Content Marketing • Budgeting • Project Management • Communication • Leadership • Digital Marketing • ROI Optimization • Customer Acquisition • Data Analysis • Customer Journey Mapping • Management • Copywriting • Problem Solving • Public Relations (PR)

WORK EXPERIENCE

SCOREMORE HOLDINGS LLC (ACQUIRED BY LIVE NATION INC MAY 2018)

Oct 2010 – Present • Austin, TX

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

Director of Digital Marketing, Content & Media

May 2016 – Present

- Manage all aspects of digital landscape, overseeing digital marketing, content, data and analytics, media, apps, websites and PR
- Produced 24 festivals' in-house content teams, creating overall creative vision, managing everyone from pre-production to on-site production to post-fest post-production with 335 total team members comprised of 31 producers, 103 photographers, 82 videographers, 36 PAs/Associate Producers/Field Producers, 55 social media managers/assistants, 18 editors/DITs, 6 drone pilots and 4 sky cam team members; stayed \$15,528.98 under our combined \$215,000 budget
- 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
- When tasked with creating revenue from sponsorship content, increased by 312.134% from 2019 to 2020
- Produced content for 217 festival sponsors
- Produced [drone and sky cam live feeds](#) with less than 48 hours lead time for Astroworld Fest 2019
- Produced Post Malone and Travis Scott Postmates video (Billboard premier [here](#), TMZ coverage [here](#))
- Produced [Bacardi video content](#) – first time Bacardi has approved video piece without edits

- Produced Sheck Wes - [Mo Bamba Live at Astroworld Fest](#) and oversaw its [premiere on Complex](#), resulting in 21MM+ views
- Managed 6-8 projects simultaneously at all times, working with all of company's 7 departments while also managing 5 third party marketing agencies
- 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
- Created and oversaw 4 team manager positions (Video, Photo, Social Media, PAs), which maximized pre-production, production, post-production process
- In first 2 years managing PR, increased Total Media Impressions by 163.82% and Total Media Value 873.07%
- Doubled JMBLYA festival's Total Media Impressions from 2016 (149,961,659) to 2017 (502,950,962) and again in 2018 (1,114,175,134)
- Oversaw production of company's first app, achieved app downloads equalling 36% of total fest attendees

Social Media, Marketing & Media Manager

Jan 2014 – Aug 2016

- Generated \$159,685.00 in marketing revenue, 1976.19% ROI, \$20.76 ROAS in first year
- Produced all festival content teams
- Created system for hiring freelance photographers to shoot our club & theater shows

Social Media Manager

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

May 2011 – Aug 2016

- Created the blog interviewing, hiring, onboarding, training process, leading to 14 hires
- Managed bloggers who contributed 2,721 blog posts

Promoter - Street Team

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