**SANDRA WILLIAMS**

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**Marketing Operations and Administration**

**Project Management / Event Planning & Production / PR / Marketing / Media Relations**

**Digital Engagement / Growth Strategies / Budgeting & Cost Control / Vendor Relations**

**Contracts & Negotiations**

A solid record of establishing business and project requirements, engaging and directing the right team and bringing complex marketing programs and projects to life on time and budget. Especially effective at…

* **Planning and managing complex, multimillion events**
* **Aligning marketing operations to support overall sales and organizational goals**
* **Tightly controlling costs while meeting or exceeding ambitious marketing goals**
* **Developing and executing national promotional campaigns**
* **Generating social media content**

Bachelor of Arts, Marketing Management, Bernard Baruch College. Associate of Applied Science, Marketing Management, CUNY, Borough of Manhattan Community College.

**History and Highlights**

Freelance

2015 to present

Upon the liquidation of PHAM, started a freelance business to capitalize on contacts and reputation. Selected engagements…

* Pitched Reggae artist for various opportunities including an up-an-comer for a part in a African movie, and several performances in Ghana and Senegal
* Marketed local performance events including a boat ride for 1,500 persons. Made commercials and advertising for events. Negotiated rates for ads on local stations

**Senior Director Administration/ Events**

Philadelphia Alliance of Music (PHAM*)* Entertainment Group

2012 – 2015

*A full-service management company that specializes in audio recording, production and distribution phases of live performance tours and artist development.*

Responsible for strategizing and executing marketing plans for all offline initiatives. Additional duties: aligning marketing and sales objectives and strategies; coordinating digital and technology marketing initiatives with traditional media, and building and maintaining relationships with sponsors, international and domestic festivals and talent management companies.

* **Planned and managed events.** Met with clients, conducted research for locations, developed and managed budgets. Selected and made arrangements for food, air travel, room assignments, ground transportation, dinner or on-site entertainment arrangements, creating run-of-show, and on-location support. Booked, promoted and assist with produced an end-of-the-semester album release party and live showcase.
* **Maximized profitability**. Created and managed budgets driven by sales forecasts. Ensured effective control and took corrective action to guarantee that financial and other objectives were met.
* **Handled logistics and support operations flawlessly**. Led marketing and promotional operations, including invoice payables, promotional campaigns, cross-departmental budgets, negotiating and planning events, coordinating artist’s travel. Ensured overall marketing and contractual obligations were met.

**Director Marketing Administration**

Universal Music Group / Republic/Motown

2005 – 2012

*A division of*UMG – the world’s largest label conglomerate

Led marketing and promotional operations. Managed promotional campaigns, cross-departmental budgets. Interpreted analytics. Negotiated and planned events, coordinated artists’ travel. Ensured the company’s and artists’ overall marketing and contractual obligations were met. Managed a team of four employees.

* **Cut marketing expenses by over 34%** by planning all marketing budgets and costs. Worked directly with artists, managers and publicists to execute robust and modern marketing campaigns. Cultivated strong vendor relationships and effectively negotiated contracts and payment terms.
* **Rescued the production of a video**. While on location in Jamaica, found that the local video production company lacked the equipment needed, jeopardizing the ability to meet a tight deadline. Quickly found another local production company. Completed production on time.
* **Streamlined invoice processing.** Developed a system and secured equipment to track every step in the payment process. Drastically reduced incidence of late payment.

**Director, Marketing Operations/Urban Promotion**

Arista Records

1996 – 2002

Established and oversaw marketing campaigns online and produced live radio events. Responsible for all Urban promotion budgets, radio contest. Created touring schedules by selecting markets through key relationships, gathering data, analyzing past performances and looking at timing.

* **Developed and executed national promotional campaigns** for emerging and established artist CD releases on Urban, formats directly contributing to higher user engagement
* **Managed complex projects and campaigns.** Coordinated communications among major record label executives’ national promotional campaigns, and major radio stakeholders including, promotion, marketing, activation, sales functions.

Earlier experience in Human Resources.