

# RICHARD LATHROP, Music Business Professional

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*DJ, music producer, freelance writer, social media consultant, blogger, podcaster, and public relations expert with 7 years specialization in the electronic music industry. Extensive experience negotiating, marketing, and selling in the retail, health, real estate, and news media industries.*

## QUALIFYING SKILLS

- |                              |                                |                     |                   |
|------------------------------|--------------------------------|---------------------|-------------------|
| ★ Social Media Marketing     | ★ Event Promotion & Production | ★ Music Performance | ★ Video Editing   |
| ★ Social Media Management    | ★ Business Management          | ★ Music Production  | ★ Public Speaking |
| ★ Blog/Press Release Writing | ★ Public Relations             | ★ Video Production  | ★ Leadership      |
| ★ Copywriting                | ★ Music Business               |                     |                   |

## EDUCATION

South Eugene High School - 3.92 GPA - State of Oregon Honors Diploma - The Axe Magazine, The Axe Report Video Announcements

Emerson College - BA in Business of Creative Enterprises - Expected Graduation May 2023 - Sigma Alpha Epsilon, WECB Radio Personality, WERS Promotions

## PROFESSIONAL EXPERIENCE

### Assistant to the Programming Coordinator – The WOW Hall, Eugene, OR: 2019

- Worked directly with the Programming Coordinator to book artists of all genres at the 600-capacity WOW Hall
- Directly communicated with agents & managers from North America's biggest talent agencies, such as Paradigm Talent Agency.
- Worked with local organizations & events to organize sponsorships & gain brand presence throughout Oregon.

### Multimedia Editor – The Axe Magazine, TheAxeMagazine.com, Eugene, OR: 2017 - 2019

- Created The Axe Report, monthly video announcements shown throughout South Eugene High School, leading to greater school spirit and student engagement.
- Led a team to write, edit, and produce nine episodes of The Axe Report, collaborating with Student Government and the school's administration.
- Worked with South Eugene Publications to publish a weekly online newspaper, increasing website views tenfold.

### Director of Social Media – Root Whole Body, RootWholeBody.com, Portland, OR: 2017

- Developed long term marketing plan leading to tenfold gains in interactivity and follower count on Facebook and Instagram.
- Used viral marketing campaigns to successfully launch a new brick and mortar holistic health center in Portland's Slabtown neighborhood, and to rebrand the #1 vegan restaurant, Blossoming Lotus, in Portland.
- Turned likes and comments to regular paying customers of Root's extensive products and services.

### Director of Social Media – InSight Events, Facebook.com/InSightEugene, Portland, OR: 2016 - 2019

- Produced and promoted for major electronic artists including Cashmere Cat, Mura Masa, GRiZ, EPROM, Gryffin, and Ekal.
- Worked directly with international music management companies Paradigm Talent Agency and Circle Talent Agency to run physical and digital advertising campaigns.
- Built up InSight as the premier promoter for electronic music in Eugene by creating a strong brand identity and social media presence.

### Producer & Performer – SHOWS: Rewind & Econic, Eugene, OR: 2015 - 2016

- Spearheaded a massive guerilla marketing campaign, leading to 500+ email signups within a three day period.
- Built high school and college market audience for 2 near sold out electronic dance music shows at The WOW Hall.
- Ran highly successful ad campaigns, working with local news outlets, local schools, and social networks.

### Co-Founder & Director of Social Media – BindeBros, BindeBros.com, Eugene, OR: 2014 - 2019

- Used forward-thinking Instagram marketing tactics to quickly grow to 47,000 followers, interested in photography related products and services.
- Built a supportive audience of photographers and photography enthusiasts worldwide, leading to over 60,000 posts on #bindebros.
- Worked directly with photography studios and gear companies to run paid advertising campaigns.

### Founder, Editor, & Podcast Host – Edge Music News, EdgeMusicNews.com/Podcast, Eugene, OR: 2012 - Present

- Wrote and published over one hundred articles and interviews for the Edge Music News blog.
- Started the Edge Music News Podcast, which climbed to thirty five thousand downloads per episode.
- Interviewed international artists such as RAC, Filous, and Odd Mob.
- Worked with Universal Studios Hollywood in 2016 to cover the Red Carpet opening night of Halloween Horror Nights.
- Collaborated with Vans Warped Tour in 2013 to provide promotion to upcoming artists on their tour through on site interviews and photo coverage.

### Social Media & Street Marketing Coordinator – OneEleven Music, Eugene, OR: 2011 - 2014

- Led social media campaigns, promotions, and marketing strategy for Kaleidoscope Music Festival in 2012, a major festival including headliners Bassnectar, Nas, GRiZ, and Lil B, with over 30,000 attendees.
- Directed street team promotional efforts for international touring artists, including Excision and Krewella.
- Consistently managed social media marketing campaigns, achieving sold out shows in advance at major local venues, including The WOW Hall (700 capacity) and McDonald Theatre (1,500 capacity).

### DJ & Music Producer – Ghostnaps, Eugene, OR: 2011 - Present

- Played electronic dance music shows at The WOW Hall, McDonald Theatre, Lane County Fair, and University of Oregon's Willamette Valley Music Festival.
- Radio spots and interviews on local stations KDUK, KRVM, and KWVA.
- Used viral music promotion techniques to gain a large Spotify following and 84,000 plays on Soundcloud.
- DJ'ed at weddings, working with brides and grooms to make their music selections and event timing perfect for their special day.