

PATRICK GRUMLEY

DIRECTOR OF MARKETING + PROJECTS

CONTACT

 323-899-1299

 patgrumley1@gmail.com

 1641 W. Erie St. Chicago, IL 60622

PROFESSIONAL SUMMARY

A highly organized team leader with 17+ years of marketing and project-based experience. A passion for arts and culture propels my drive to stay knowledgeable of ever-evolving marketing strategies grounded in data and performance, while amassing invaluable relationships and providing memorable experiences. Vision, focus, and attention to detail paired with an unparalleled work ethic makes for an exceptional Director used to meeting deadlines and benchmarks in a fast-paced environment.

SKILLS

- PROJECT MANAGEMENT
- DIGITAL AND TRADITIONAL MARKETING
- VISUAL COMMUNICATION
- BRAND + MEDIA PARTNERSHIPS
- CREATIVE DIRECTION
- BUDGET MANAGEMENT AND OPTIMIZATION
- BRAND + CONTENT STRATEGY

CERTIFICATES

- Advanced Google Analytics Certificate of Completion – Google Analytics Academy
- Google Ads Search Certification – Google Academy
- Facebook Ads and Marketing Mastery 2020 – Coursenvy
- Inbound Marketing Certified – Hubspot Academy
- Social Media Marketing with Facebook and

EXPERIENCE

2010–2019: React Presents, Chicago, IL

Director of Marketing 2014 - 2019

Marketing Manager 2010 - 2014

- Oversaw all marketing budgets totaling \$5M+ annually
- Managed marketing and graphic design staff
- Managed strategic partnerships with brands, media and promotion companies including radio, outdoor, print and digital
- Measured ROI on all spends and oversaw paid marketing strategies
- Worked with team to develop creative content marketing campaigns
- Optimized social media, website CMS, email, SMS, and Google/Bing strategies including keyword, copywriting, SEO, SEM, CRM and data
- Publicity and press relations
- Managed brand ambassadors including street team and digital influencers
- Managed media teams including photography, videography, content capture, recap movies
- Marketing (all above duties) for all boutique brands: Spring Awakening Music Festival, Mamby on the Beach, Freaky Deaky, Reaction NYE, Summer Set Music and Camping Festival, Bass Kitchen
- Graphic design using Adobe Photoshop

Brand Partners Lead 2010 - 2019

- Fulfilled all digital and traditional marketing deliverables
- Coordinated with production team for on-site execution
- Reported campaign success metrics
- Created pitch decks for relationship advancement

Production Lead 2010 - 2019

- Managed stage operations
- Coordinated credential + security plan
- Signage design
- Customer support
- Coordinated ticketing, box office and front gates plan
- Planned and coordinated Experiential
- Sourced vendors for all aspects of event production

Twitter - LinkedIn

EDUCATION

University of Southern California

Thornton School of Music, Los Angeles, CA
Bachelor of Science in Music Industry, May '04

VOLUNTEER / NON-PROFIT

Year of Chicago Music

2020 - Present

- Website development
- Branding
- Press relations
- Media buying
- Social Media

Chicago Composers Orchestra

2020 - Present

- Marketing consulting
- Venue research

After School Matters

2015 – Present

- Venue guide
- Guest Speaker

Kimski Community Kitchen

2020 - Present

- Weekly cooking meals for the homeless

2010-Present: North Coast Music Group, Chicago, IL – Founding Partner (Active 2010 – 2018)

- Marketing Lead
 - Booked local talent
 - Production: staffing, signage, credential plan, experiential coordination
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2007-2010: Cold Grums Productions, Inc., Chicago, IL - Owner

- Booked, promoted and produced concerts, dj nights and art events
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2004-2007: Purefuture Entertainment, LLC, Chicago, IL – Logistics Coordinator / Event Manager / Content Creator / Talent Buyer

- Independently booked, promoted and produced live music events
 - Produced weekly 3 hour XM radio program on XM80 The Move
 - Managed hospitality and travel logistics for events in Chicago, Minneapolis, Phoenix, Dominican Republic, Queretaro and Rosarito, Mexico
 - Managed nightclub events and concerts
 - Managed contract, rider and billing processing
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2004-2006: Gourmet Bookings/Industry88, Chicago, IL - Executive Assistant / Logistics

- Negotiated and contracted dj engagements for roster of artists
 - Composed and distributed publicity material
 - Tour coordination: arranged travel, hospitality, and work permits
 - Contract, rider, billing and promotion management
 - Artistic direction for t-shirts and website
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2003-2004: Coast II Coast Entertainment (booking agency), Los Angeles, CA - Intern

- Tour coordination: arranged travel, hospitality, and work permits
 - Managed contract, rider, billing, and promotions
 - Researched venues and promoters
 - Contacted publicists/managers and built roster of celebrities for new speakers branch
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Summer 2003: Capitol Records, Los Angeles, CA – Intern

- Street team promotion
 - Researched album sales and new markets
 - Distributed in-store promotional material
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Summer 2002:

Bloodshot Records, Chicago, IL - Intern

Hefty Records, Chicago, IL - Intern

- Composed and distributed publicity material
- Market research
- Compiled and distributed customer orders while monitoring product quality control