

Rasha Shaker

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Experience

Al McCree Entertainment - Nashville, TN

Director of Marketing Mar. 2019 - Present

Research and develop marketing strategies for management roster, while cultivating strong working relationships with multiple working partners, including contractors, venue personnel, artists, etc.

Cultured Broad - Nashville, TN

Founder & Blogger July 2018 - Present

Cultured Broad is a music, arts and culture blog that mixes edge with sophistication. I write an array of things including music reviews, interviews, pop-culture commentary along with miscellaneous topics.

Grayscale Marketing - Nashville, TN

Research & Engagement Supervisor Aug. 2018 - Feb. 2019

Including responsibilities from former title, oversee the department and lead the Brand Division's efforts in customer service and customer acquisition, online conversions, and digital growth for the agency's non-profit, small business, and corporate clients.

Advertising & Marketing Coordinator Mar. 2018 - Jul. 2018

Including responsibilities from former title, strategize social media and advertising plans, while implementing social media calendars. Monitor and report social analytics and ad reports for monthly audits.

Executive Marketing Assistant Jan. 2017 - Mar. 2018

Create visuals for social media content and digital/traditional advertising, while assisting the sales division and CEO by creating marketing materials such as decks, spreadsheets, etc.

Big City Thoughts Magazine - Nashville, TN

Writer May 2016 - Jul. 2018

Contribute blog posts and articles pertaining to album releases, reviews, pop-culture commentary, among other topics.

Skills

Copywriting
Event Planning
Graphic Design
SM Management
Content Creation
Publicity
Blogging
Digital Advertising
Project Management
Music Industry
Leadership
Public Speaking
Marketing Strategy
Market Research
Social Media Analytics
Google Analytics
Email Marketing
Audio/Video Production
Editing
Creative Writing
Music Journalism
Management

Education

Wilkes University
Wilkes-Barre, PA
B.A. Comm. Studies
May 2015

Luzerne County Community College
Nanticoke, PA
A.A.S. Audio/Visual Communication
June 2013

Organizations

Women in Music
Business Association
The Recording Academy