

Cyrus Wesson



Work Experience

Marketing Zen Group Freelance Content Writer

June 2015 - Present

Assisted Content Development team and SEO team with content for clients of Marketing Zen Group

- Created editorial content for a diverse selection of clients including real estate, health and industrial design
- Optimized client's published content for SEO through the Wordpress platform
- Set up email marketing for clients through Mailchimp platform

Stones Throw Records Marketing Intern

January 2015 - April 2015

Assisted Publicity/Marketing team with new releases, web development, and event planning,

- Planned and booked artist tours and label events
- Analyzed royalty, syncing, and music licensing deals
- Organized record sales, vinyl stock sheets, and market research in Excel for label's head of Marketing and Partnerships
- Handled administrative tasks in the management office such as A&R calls and emails

Capital One 360 Bank Marketing Consultant

September 2014 - December 2014

Constructed brand redesign and social outreach proposal for Capital One 360 branch

- Created plans book for Capital One 360 branch to successfully target millennial market segment
- Developed inbound campaign for Capital One 360 including landing pages, call to actions, and blog articles through Hubspot platform
- Conducted primary and secondary market research with in-depth interviews and nationwide online surveys

Market Monkeys Marketing Intern

June 2014 - October 2014

Led web development for additional brand website Song Chronicle

- Managed operations on Wordpress
- Constructed artist brand deck presentations for online web presence optimization

The Metropolitan Jolt Media Relations Manager

July 2011 - February 2014

Streamlined submission process for nationwide music website The Metropolitan Jolt and sold to private web investor

- Accumulated 150,000 unique page views a month
- Coordinated press credentials from PR to team, handled content exposure via social media portals, and oversaw timely completion of content
- Reviewed multiple events worldwide and interviewed noteworthy artists such as Duke Dumont, RJD2, and Myron & E

88.9 WERS Radio DJ & Web Staff Writer

October 2011 - May 2012

Published articles and interviews of noteworthy musicians on WERS website and co-hosted electronic music radio show Revolutions on nationally acclaimed radio station

- Conducted interviews with artists such as Dave Matthews and disseminated articles via social media outlets
- Managed studio appliances while conducting equipment logs



Contact

(415) 317-6526
cwes93@gmail.com
linkedin.com/in/cyruswesson



Education

Emerson College

Boston, MA
Class of 2015
Bachelors of Science in
Marketing Communications



Skills

Wordpress, SEO, Mailchimp
HTML, CSS, Photoshop,
Illustrator, Bandcamp,
iTunes Connect, Ingrooves,
SPSS, Excel

[References available upon request]