

MARGARET PITCHER

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EXPERIENCE

Marketing Director . *High Sierra Music* . Berkeley, CA . April 2014 – July 2014

- Managed marketing plans for two music festivals for independent production company during the 2014 spring/summer festival season.
- Worked within a budget to create effective and highly targeted marketing campaigns for digital, print, email, social media, radio and street teams.
- Engaged an active and music-loving community through social media platforms with regular updates including ticket and lineup announcements, contests, sponsor messaging, festival news and more.
- Managed the email newsletter schedule, produced content and oversaw delivery.
- Coordinated with publicist, artists and partners to maximize impact of festival announcements.
- Actively integrated festival promotions with ticketing company's technologies and marketing support.
- Managed promotional collaterals: oversaw graphic design, production and delivery of web banner ads, social media images, printed posters, flyers and more.
- Managed daily website updates and optimized site performance to meet marketing needs.
- Assisted publicist in managing media photographers and communicating artists' photo policies.
- Tracked news and trends in new media and music marketing, conducted research and actively informed and recommended new ideas to the broader team.
- Managed program guide content, ad sales, copyediting and production.

Marketing Consultant, Web Producer . *Blue Bear School of Music* . San Francisco, CA . April 2007 – July 2014

- Managed marketing, public relations and communications projects for nonprofit rock school for aspiring musicians of all ages that serves 3,500 students annually.
- Worked with school Directors, Marketing Committee and Board of Trustees to increase school registration, membership and funding, and to promote the overall visibility, branding and imaging of Blue Bear.
- Designed HTML emails and managed email campaigns including newsletters, event promotions and fundraising letters.
- Coordinated content and activity on social media including Facebook and Twitter.
- Converted quarterly print catalog into HTML web pages, updated the home page and other web pages on a weekly basis.
- Worked with freelance web programmer to implement changes to forms, databases and the site admin tool.
- Coordinated with sponsors of annual Blue Bear Benefit concert to ensure deliverables complied with sponsorship agreements; designed Blue Bear web ads for sponsors' websites and delivered Blue Bear digital assets to sponsors for their email campaigns.
- Served as publicist for annual Blue Bear Benefit concerts: distributed press releases and PSAs to San Francisco Bay Area media outlets; pitched feature stories and other advance coverage to primary daily papers and alt weeklies; pitched advance coverage on local blogs, radio stations and TV stations; scheduled artist interviews; submitted artist photos and event digital assets to media outlets; highlighted event coverage on Blue Bear's social media; compiled press report for event Executive Producer and Blue Bear directors.
- Wrote, edited and proofread press releases, email newsletter copy, website copy, web ads, radio ads, program guides and other projects as assigned.
- Oversaw production of annual Blue Bear Benefit concert program guides; managed graphic designer and printer.
- Managed guest list for annual Blue Bear Benefit concerts, ensured VIP patrons and guests received the proper credentials, and managed volunteer box office and front of house staff.
- Participated in Marketing Committee meetings, managed assigned projects and action items, and reported results to committee and directors.

Publicist . *JP Cutler Media* . San Francisco, CA . March 2008 – December 2012

- Served as publicist for boutique public relations firm whose clients include independent musicians and music companies, as well as artisan foods, craft breweries, acclaimed restaurants, lifestyle brands, nonprofit organizations and visual artists.
 - Developed media databases for markets across the U.S. and Canada that included contacts at all regional media outlets such as daily and weekly newspapers, radio stations, blogs and other online outlets, TV stations and music magazines.
 - Initiated, developed and maintained strong working relationships with media.
 - Managed tour publicity campaigns for bands and musicians in a variety of genres: Americana, bluegrass, jazz, rock, pop and world music.
 - Contacted editors, writers and program hosts in artist tour markets and pitched them on coverage of clients' upcoming performances.
 - Scheduled artist interviews for feature stories, and coordinated in-studio performances and interviews.
 - Serviced media with artist assets including CDs, digital music, bios and photos.
 - Handled guest list requests and ticket giveaways for artist performances.
 - Compiled clips and placements in the artist tour markets, and generated press reports for clients.
 - Wrote, edited and proofread press releases.
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Marketing and Publicity Manager . *High Sierra Music . Berkeley, CA . January 2004 – September 2006*

- Served as core office staff for independent music production company.
- Managed publicity campaigns for festivals and concerts.
- Developed media contact database; responded to media inquiries and initiated, developed and maintained strong working relationships with media.
- Tracked media placement and organized/maintained clips.
- Solicited and managed media sponsorships.
- Oversaw media credentials and managed staff photographers.
- Supervised production office staff and provided administrative support for all departments/crews including box office, security, stage production, hospitality, artist relations, merchandise, site, supply and dispatch.
- Managed Late Night Box Office including on-site staffing, sales, policies and procedures.
- Oversaw festival VIP program including entitlements, credentials, customer service, policies and procedures.
- Managed advertising sales for festival program guides.
- Wrote and edited copy for brochures, press releases and program guides.
- Edited and uploaded website content including copy, images and scripts; integrated publications and marketing collateral into effective web formats.
- Oversaw production of program guides, brochures and other collateral.
- Managed freelance designers.
- Wrote, edited, designed and distributed national email newsletter.
- Managed project databases, budgets and reports.

Editor, Production Artist . *JamBase . San Francisco, CA . February 2002 - August 2003*

- Managed content publication and maintenance of national music website utilized by more than 100,000 registered users and 65,000 daily visitors.
- Reviewed submissions and managed daily publication of content including press releases, interviews, feature stories, CD reviews and show reviews.
- Managed assignment of freelance writers and photographers.
- Developed story ideas with contributing writers.
- Edited, designed and distributed national email newsletter.
- Designed and produced geo-targeted marketing emails.
- Edited and proofed marketing collateral and other materials.
- Worked with marketing team, product development staff and senior management to develop new marketing strategies, outline business goals and implement projects.

Intranet Manager . *Equity Office Properties Trust . Chicago, IL . October 1998 - July 2000*

- Served as project manager and webmaster for company's intranet, a website utilized by more than 1,700 employees in 300 locations nationwide.
- Responsible for overall intranet strategy and direction, as well as for editorial policies, publication and graphic standards, writing and editing of corporate content, oversight of design and production, and maintenance of content administration policies and procedures.
- Advised business units on content strategy for intranet sub-sites and acted as a liaison between users, department owners, project management office, steering committee, design resources, corporate communications, and human resources.
- Advised departments, regional offices and properties on relevant communication needs from strategy to message development to tactics.

EDUCATION

Michigan State University, B.A. English

TECHNICAL SKILLS

- WordPress, Dreamweaver, HTML (hand-coding) and CSS; various other CMS and FTP programs
 - Adobe Creative Suite: Photoshop, Illustrator, InDesign, etc.
 - Microsoft Office Suite: Word, Excel, PowerPoint, etc.
 - Various ticketing systems including Eventbrite, TicketFly, Front Gate and InTicketing
 - Numerous email marketing programs including MailChimp, ConstantContact, ExactTarget, FanBridge, Fanreach, FanMail, MaxBulk and Mailer Mailer
 - Various database programs including FileMaker
 - Various CRM programs including Salesforce
 - Web analytics and SEO
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