

Charles McEnerney

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marketing | brand development | social media

I have designed, directed, and executed a wide range of marketing, business development, sales, and public relations campaigns for employers and clients in the music, media, and entertainment industries. My knowledge and expertise in the production of web, print, audio, and video collateral and content has enabled me to develop integrated marketing campaigns to great success.

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| strengths | professional experience |
| • developing strategic business plans | Layers Marketing Boston, MA 2006 to present
Principal + Founder |
| • creating + executing marketing campaigns | • Manage marketing agency developing marketing strategies and budgets for disparate clients. Execute brand management, media relations, e-marketing, social media, advertising, events, and audio, video, and editorial content production. Direct marketing campaigns and manage external resources including graphic design, copywriting, web site development, SEO, and social media. |
| • building partnerships | > Clients include Zebigo ridesharing, the Future of Music Coalition, Moontoast, Brenda Prescott Coordinates, and The Eliot School of Fine & Applied Arts. |
| • leading internal + external teams | OurStage.com Boston, MA June 2010 to February 2011
Director of Marketing |
| • managing live events | Created strategy and directed all marketing activities for music and technology start-up, including brand management, media relations, social media, video, SEO, PPC, print and web advertising, and e-mail marketing. Tracking and monitoring include Google Analytics, Radian6, online surveys, and a/b testing. |
| • producing audio, video, and web content | > Increased organic traffic to site by 30% within three months of starting online marketing activities.
> Increased Facebook likes 250% and Twitter followers by 100%. |
| • managing media buying campaigns | Well-Rounded Radio Boston, MA 2002 to Present
Part-time Host + Producer |
| • launching + refining web sites | • Host + Producer of a podcast featuring in-depth interviews with songwriters, musicians, and music industry thought leaders.
• Produce show through all stages including research, coordination with artists and publicists, in-person interviews, writing scripts, audio editing, site updating, and extensive web marketing for each episode, including adwords, blog ads, and social media promotion. |
| • analyzing web traffic + usage data | > Built ongoing series of more than 80 audio interviews with more than 70,000 listeners from around the world. |
| • helping brands reach their next peak | ArtsBoston Boston, MA May 2008 to Sept 2009
Director of Marketing |
| • getting things done! | • Executive Produced and marketed the launch of a new web site with arts and culture offerings across Greater Boston through broadcast, online, print, and social media channels.
• Creating partnerships in media, tourism, and for-profit sectors to increase sales to local residents and visitors. |

- Developed strategies to build ticketing programs for 170+ member organizations and the BosTix ticketing programs.
- Implemented crowd sourcing techniques to tap the power of Boston's cultural community to create unique video and editorial content.

- > Increased overall ticket sales by 9% during economic downturn.
- > Increased ticket sales 30% for Mayor's Holiday Special.
- > Obtained 40,000 visitors per month for ArtsBoston.org in its first three months.

WGBH Boston | Boston, MA | May 2004 to September 2007

National Marketing and Promotion Manager

Managed team of eight publicists in marketing WGBH's original lifestyle programming to secure national and local print, television, radio, and Internet media. Managed Station Relations representatives in working with 350 public television stations in broadcast system.

Oversaw creation of strategic plans for PBS' longest-running programs such as This Old House and The Victory Garden as well as creating strategic marketing plans for new series' premieres, including Real Simple, Gourmet's Diary of a Foodie, Food Trip with Todd English, Cooking Under Fire, The Hidden Epidemic: Heart Disease in America, America's Ballroom Challenge, and development of future programs.

Led production team to expand programming into audio and video podcasts (Simply Ming, The Hidden Epidemic, Food Trip, Victory Garden, Gourmet's Diary of a Foodie), social media, and citizen-generated media (Gourmet's Diary of a Foodie). Developed and managed strategic partnerships with AARP, YMCA, and Reader's Digest. Improved online resource spaces and worked with department on utilizing new software to increase department's efficiency.

- > Created long-term strategy for launch of four new public television series for press, consumers, and public television system.

Fast Company + Inc. magazines | Boston, MA | 2000 to 2004

Marketing Sales Manager

Seattle International Film Festival | Seattle, WA | 1998 to 2000

Publications + Promotions Manager

MovieMaker magazine | Seattle, WA | 1995 to 1998

Managing Editor

HBO | New York, NY | 1990 to 1995

Senior Marketing Associate

Boomer Pictures | New York, NY | 1987 to 1990

Production Manager on film and video shoots

education

New York University, Tisch School of the Arts – New York, NY

Bachelor of Fine Arts - Film, Television, and Radio Production

software

Word, Excel, PowerPoint, Pages, Numbers, Keynote, InDesign, Acrobat, Photoshop, Illustrator, HTML, Garageband, iMovie, ProTools, and Final Draft.