



ARIELLE KILROY

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Summary

Experienced marketing professional with 5 years of experience in web and branding. Strong project management skills with extensive knowledge of pop culture and information technology.

Specialties

- Digital Content Strategy
- New Media Marketing and Promotion
- Digital/New Media Tools
- Concept and Production of Content
- Art Direction + Graphic Design
- Team Management
- Social Media Marketing
- Project Management
- Budget Planning
- Reporting and Analysis
- Adobe Creative Suite
- MS Office Suite
- HTML, CSS, PHP
- Photography: studio and location
- Photo retouching and manipulation

Professional Experience

Project Manager, Digital Strategy and Online Presence - OK Go, Amanda Palmer, and more
Los Angeles, CA (2009 - Current)

- Creating and implementing over arching digital strategy and marketing campaigns with a focus on building an engaged fan base, improving brand recognition and expanding brand outreach.
- Staying abreast of new technologies for web and mobile, conceiving personalized brand use of them.
- Creating unique opportunities for corporate sponsorships while maintaining brand integrity.
- Managing involved people/components while staying on time and within budget.
- Analytics and reporting on over arching brand presence as well as campaigns.

Select highlights include:

- **OK Go *Of The Blue Colour Of The Sky***
 - › Launched a series of official music videos along with bonus content in creative ways resulting in over 60 MILLION views
 - › Created a new type of contest on Facebook resulting in enough traffic to crash Facebook
 - › Increased traffic across all social networks including: Facebook fans 111% to over 333,000, YouTube friends by 56% to over 16,000, YouTube subscribers by 31% to over 129,000
- **Amanda Palmer *Amanda Palmer Goes Down Under***
 - › Successfully self-released an album through a traditional distributor AND on the artist's network resulting in a debut at #25
 - › Sold value added bundles and unique merch for a total of over \$100,000 in sales
- **The Airborne Toxic Event *All At Once***
 - › Increased their email list by 10 fold to over 13,000 while increasing their open rate by 5-8% on average
 - › More than doubled their average CTR rate to 50% with many emails hitting 80%



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Professional Experience

Manager, New Media Marketing and Promotion - Epic Records
Santa Monica, CA (2008 - 2009)

- Concept and implement both long lead and short turn around marketing campaigns
- Grass roots to campaigns to large scale collaborations with major brands.
- Art direction and project management of official websites, social networks and online tools.
- Responsible for quarterly budget planning, team management, result reporting, and other management duties.

Highlights include:

- Sean Kingston album with 3D interactive technology resulting in over 320,000 views of fan videos
- Responsible for 13 bands/artists including: Good Charlotte, Brandy, and Sean Kingston
- Successfully implemented emerging technologies like Twitter and Ustream

Online Marketing and Production (2008)

- Design and production of websites, web promos, banners, MySpaces, Kyte players, YouTube Channels, Ning sites, Facebook Apps, widgets, and pretty much anything else you can imagine.

Designer/Developer - Heavenspot

Los Angeles, CA (2007 - 2008)

- Designed and developed web projects including websites, teaser sites, blogs, Myspace and Facebook ads, standard and rich media banner campaigns, and web widgets both independently and as part of a team.

Past Freelance Work

Graphic Designer/ Project Manager - Hand Prop Room

Los Angeles, CA (2006 - 2007)

- Contributing member of a small design team that produced graphic props for feature films, television, and advertising.
- Managerial responsibilities included: project management and delegation, providing team member support, direct client interaction and need assessment, ensuring customer satisfaction.

Graphic Designer - Culture Jam

Los Angeles, CA (2009)

- Designed skins for Facebook Apps

Graphic Designer/Art Director - Universal Music Group

Los Angeles, CA (2006 - 2008)

- Designed iTunes digital booklets, web banners, and HTML emails.

Web designer/developer - Variety Magazine

Los Angeles, CA (2008)

- Design and development of MySpace skins

Web designer/developer - Control Room

Los Angeles, CA (2007 - 2008)

- Designed and development including screensavers and flash banners.

Education

Bachelor of Fine Arts Otis College of Art and Design Los Angeles - May 2006