

ERIC HOLMES

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Areas of expertise:

- Strategic Planning
- Team Leadership
- Web Application
- Research
- Launch Strategies
- Digital Promotion
- Marketing & Promotion
- Branding
- Relationship Building

PROFESSIONAL EXPERIENCE

JACOBS MEDIA Detroit, MI

2006-PRESENT

Director of Music and Promotion

Created and maintained relationships with record labels, radio stations and talent, created digital and mobile radio campaigns, provided promotional solutions for clients, maintained and implemented promotional content for the company website.

- Helped in the design and implementation of radio station iPhone Apps. The Jacobs Media iPhone Apps have contributed to over 300,000 downloads worldwide.
- Created quarterly promotions for all of Jacobs Media's clients. These promotions were utilized by sales, programming and promotions staffs at over 100 different stations. Maintained a daily blog of local news worthy events for on-air discussion.
- Solved multiple daily issues at client stations and provided them with the extra support they needed to stay ahead. This was achieved with my personal creation of online applications and or Excel tools.
- Organized an effort against MusicFIRST, the organization trying to get more performance rights royalties from radio stations. The project consisted in working with over 200 radio stations from 40 different states. The final product was delivered to the NAB to present to Congress. Fred Jacobs, President of Jacobs Media told our staff this was one of the biggest accomplishments since the company started in 1983.
- Conceptualized and built from the ground up a social networking campaign to increase Jacobs Media presence in multiple industries.

WWCD-FM Columbus, OH

2002-2006

Music Director - On-Air

Accountable for securing the stations musical direction, trained the air-staff to maintain the image of the radio station, created and produced commercials for local and national clients, analyzed station research, promoted the station at concerts and events, interacted with national acts.

- Devised innovative promotional strategies for clients, wrote and produced spots, implemented them on-air and digitally via our website. Clients ranged from Pepsi, Bud Light and Red Bull to local Columbus businesses.
- Escorted artists such as Ok Go, Social Distortion and Interpol around Columbus. Wrote, produced and recorded liners with artists such as the Killers, 311, Red Jumpsuit Apparatus, The Flaming Lips and Silversun Pickups. Assisted the Promotion Director at station events through live remotes and artist meet and greets.
- Provided direct research support to Program Director Andyman. Organized the online e-mail database, created questionnaires, and tabulated results. Planned weekly music meetings.

Earlier experience:

Internship - Interscope Records, New York City; Internship - WXRK-FM (K-Rock), New York City; Created, owned and ran my own DJ company for 10+ years

EDUCATION

Bachelor of Arts - Interactive Communications - The Ohio State University, Columbus OH

Obtained a Business Minor at the Fisher School of Business