

PABLO J. DELAO

pablojdelao@gmail.com • www.linkedin.com/in/pablojdelao • (470) 899-4621

WORK EXPERIENCE

SOSA PROJECTS | *Influencer Manager (Contract)* **September 2022 – Present**

- Leverage organizational skills to lead paid marketing campaigns for clients like Amazon Music, Hyundai, Warner Bros increasing revenue by 60%
- Manage CEO's daily operations such as invoicing, negotiations, and timelines for clients and an 18-person talent roster
- Developed, planned, and managed events such as movie premieres, fan-meetups, and giveaways from ideation to execution

Music Power Respect Global | *Social Media Manager* - Atlanta, GA **April 2022 – September 2022**

- Managed Web3 blog, CNNFTS for the label by highlighting industry trends with a Buffer calendar which grew the page from 300 to 13K on IG
- Collaborated with managers to create campaigns for R&B artist Amari Noelle resulting in 400x growth on TikTok from 200 to 80K followers

ameur | *Product Manager* - Atlanta, GA **December 2020 – Present**

- Strategized marketing and relationships for independent Latin and R&B artists 3van & Langston Bleu to secure budget for logistics and promotions
- Developed physical and digital campaigns for Langston Bleu and 3van which resulted in streaming support from Apple Music and Audiomack
- Led teams of up to 15 people for major productions such as A3C Conference, Revolt Summit, and *Caresha Please (City Girls)* to coordinate logistics, manage equipment and budgets, set up facilities, and manage talent expectations

Nielsen Inc. *Rotation 3 / Gracenote Music Product Analyst* - Atlanta, GA **October 2021 – April 2022**

- Analyzed Spotify XIDs metadata using Athena SQL queries to conduct root cause analysis of the dataset and found 96% efficiency to optimize
- Constructed a strategy deck for the Global Music Data team that envisioned how to leverage company metadata to gain market share within the metaverse and DSPs in an industry projected to be worth \$142 billion by 2030
- Led competitive analysis with cross-functional teams such as product marketing and sales to construct Battle Cards and negotiate better business globally

Nielsen Inc. *Rotation 2 / Gracenote DEI Product Analyst* - Atlanta, GA **April 2021 – October 2021**

- Drove the vision and roadmap of Inclusion Analytics in a team of 11 to assist networks, advertisers, and content creators like NBC and Google in their inclusivity targets and telling diverse creative's stories
- Implemented testing to quality control Inclusion Analytics' 4 dashboards and provided engineers with feedback on product to ensure 0 bugs
- Supported go-to-market activities by conducting data analyses for shows like Insecure and Brooklynn99, to prove 3% incremental reach to the networks

Nielsen Inc. *Rotation 1 / Univision/ViacomCBS Client Service Associate* - Atlanta, GA **September 2020 – April 2021**

- Completed a rotation in National Media supporting Univision and ViacomCBS client teams in selling measurement data to beIN Sports
- Assisted our ViacomCBS team in creating their sales projections and strategy for business valued at \$21 million
- Collaborated with marketing and PR teams to host a symposium around Hispanic media consumption which resulted in 80 logged attendees

Universal Music Group | *College and Lifestyle Marketing Representative* - Atlanta, GA **September 2018 – August 2020**

- Cultivated relationships with media, brands, radio, marketing, and DJs to execute 70+ digital marketing campaigns for releases of artists from labels like Def Jam, Interscope, & Republic
- Strategized and proposed content, PR, and events to assist in artists like 2 Chainz, Ski Mask the Slump God, and *LVRN's* Young Rog rollouts
- Developed, planned, and executed marketing events for artists such as Alessia Cara, The 1975, and *Darkchild* signee Jac Ross with an average attendance of 200+
- Scripted, filmed, and edited 5 episodes of the agency's marquee series Uncovered through use of Photoshop and Premiere Pro

SoundExchange | *Regional Associate* - Atlanta, GA **October 2019 – June 2020**

- Attended artist shows and events such as ComplexCon and A3C to educate artists and producers on music rights management
- Delivered customer service to 70 artists on the collection society sign-up process to facilitate their performance royalty payments

Rival Entertainment at Center Stage Theater | *Production Support* - Atlanta, GA **October 2018 – January 2019**

- Facilitated entry of patrons to venue for shows of up to 1K+ through use of Ticketmaster ticketing system
- Coordinated hospitality and production logistics for shows of up to \$15K in ticket revenue

EDUCATION

New York University | Clive Davis Institute of Recorded Music Virtual
Certificate in Music Industry Essentials Program **January 2021**

Georgia State University | J. Mack Robinson College of Business Atlanta, GA
Bachelor of Business Administration in Managerial Sciences **June 2020**

SKILLS

Software: Asana, Canva, Monday, Microsoft Suite, Google Suite, Photoshop, Premiere Pro, Salesforce, Athena, Python, SQL, Trello, InShot

Languages: English (fluent), Spanish (native) German (intermediate)