

TIM RAINEY

CONTACT

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ABOUT TIM

Strategic, results-driven digital marketing professional with an impassioned commitment to digital content creation and delivering next-level marketing experiences across multiple platforms. Strong expertise in team leadership, social media strategy, data analysis, B2B & B2C marketing, and audience development building to seamlessly bridge the gap between youth culture brand strategy, audience needs and business objectives.

SKILLS

- Over 14 years of outstanding team leadership and business acumen.
- Strong communicator, transparency, time management & presentation skills.
- Self-motivated with excellent relationship building and analytical skills.
- Ability to work independently or as team collaborator.
- Able to multitask, highly organized and flexible in a rapidly changing, fast-paced, dynamic environment.

TECHNICAL SKILLS

- MS Office Suite (Word, Excel & PowerPoint).
- Adobe Creative Suite (Audition, Photoshop, Illustrator & Premiere.)
- WordPress, HootSuite, Trello, Sprout Social, Google Analytics, Hub Spot
- AP Style, Proofreading & Journalistic Integrity
- E-mail Copywriting & Newsletter Marketing
- Social Media Management
- Customer Relationship Management (CRM)
- Search Engine Optimization (SEO)

MARKETING EXPERIENCE

Entercom (now Audacy)

2015 – 2021

US based Digital Leader of Unique Audio, Podcast Editorial & Streaming Content

Director of Content & Director of Digital Marketing

- Developed and spearheaded unique, creative digital & content strategies for female-targeted audio brand that aligned with audience interests, yielded high customer engagement and social media community growth.
- Cultivated relationships with partnership clients to create innovated marketing projects and assignments resulting in increasing revenue 12% YoY from \$6.2m to over \$7m with client/influencer campaigns and live event sponsorships.
- Organically increased followers and engagement on brand Instagram from 8,000 to over 28,000 followers using engaging artist & musician content and short form video.
- Managed a team of 25 local full & part-time digital marketers & curators on innovative storytelling, day-to-day editorial execution, organic & paid media, podcasting strategy, and daily influencer in-app content.
- Created, scheduled, and distributed podcast audio content and editorial to increase downloads of 'Wake Up Call' podcast to monthly average 190,000 in 2019 through 2020, ranking #1 in company.
- Shifted successful content strategy to a more "storytelling" focus that increased YouTube video views 40% to over 400k in 36 months.
- Managed complete rebuild of CRM strategy and e-mail newsletter marketing from 0 to nearly 40,000 subscribers in 36 months, averaging open rate of 15.3%.
- Initiated, analyzed, and manipulated market data research through in-person and virtual focus groups, e-mail & phone call-out leading to improving playlisting and strategic marketing efforts.

ViacomCBS

2012 – 2015

Home of Iconic Media Brands Delivering Premium Content to Audiences Worldwide

Director of Content & Digital Marketing Lead

- Turned around a struggling, underperforming start-up audio brand to improve KPIs by 56% within 2 years by creating accelerated community engagement through innovative content curation and editorial calendar.
- Increased revenue by 39% YoY in 2014, generating \$5.7m by creating and executing strategic audience-driven live events and influencer programs.
- After being top 3 in website visits & unique visitors for eight months in 2014 and into 2015, expanded content strategy to surpass website rival and became #1 in Q2 2015 with over 350,000 visits and 40,000 unique visits per month.
- Managed a team of 20 creators in developing best practices in content generation, social media engagement and increasing website traffic, leading to members being promoted to higher positions in bigger markets.
- Led creative development and production as executive producer and post-production lead for 'GoldTone' podcasts, starring A&E's 'Hardcore Pawn' Seth Gold, generating 10,000 downloads on inaugural episode.

Radio One Inc.

2007 – 2012

Streaming Content Company Specializing in Audio, Music & Digital Content

Director of Content & Marketing

- Directed content strategy and digital initiatives for a successful, heritage audio brand by increasing both audience KPIs and revenue by 74% in 2011, generating \$3.6m, its most profitable year ever.

EDUCATION

University of Nevada Las Vegas - UNLV

Bachelor of Arts – Communications; Broadcast Journalism – Dean's List