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“I have recently moved back to Glasgow, after many years living in London. I currently work between Scotland and London so I’m available for roles across the two regions.”

Education

2014-2015

Diploma in Digital Marketing

2014-2015

Certificate in Assessing Vocational Achievement Level 3

2014-2015

Diploma in Education & Training Level 5 (DTTLS)

2003-2007

BA Hons Business and Marketing (2:1)

1997-2003

Highers: 5 x As, 2 x Bs

Jen Anderson

Music Industry Experience

Doone the Rabbit Hole Festival
Digital, Marketing and PR Manager

Jan 2016-present
Glasgow

To deliver the marketing elements for Doone the Rabbit Hole Festival - Creating and implementing a full Marketing & PR Strategy for the festival

- Managing the marketing budget
- Developing campaign brand and integrated communications campaigns through e-marketing, digital advertising, web and social channels.
- Developing, delivering and monitoring a digital marketing strategy
- Re-development and build of the website and social channels
- Monitoring ticket sales on a daily basis, responding to trends
- Developing audiences to reflect the diversity of the artistic programming
- Responsible for print distribution, including direct mail, inserts, leafleting and other campaigns
- Implementation of all e-marketing strategies including e-newsletter campaigns and social media
- Managing advertising campaigns within budget, working closely with print and Out of Home media buyers to ensure great ROI
- Managing relationships with external suppliers and agencies to produce high standards of printed materials
- Developing PR strategy and running a complete PR campaign
- Leading on all media partnerships
- Dealing with all journalists and photographers during the Festival
- Creating and monitoring targeted sales promotions and competitions
- Working with third party ticket agents, reviewing their ticket allocation and sales on a daily basis and ensuring allocated holds are up to date
- Managing photographers and videographers to deliver high quality marketing material that is in keeping with the Festival’s brand identity
- Design, manufacture and delivery of all festival merchandise

Sound Travels Live
Tour Coordinator and Tour Manager

Oct 2013-present
London

I currently work for Sound Travels Live as a tour co-ordinator as well as carrying out all digital marketing. I have previously worked as a tour manager for the same company having toured with the likes of Delilah, Eliza Doolittle, Nick Helm, Iggy Azalea, The Waterboys, Dee Dee Loves Me and The Brand New Heavies. I deal with day-to-day tour coordination for the STL tour managers working with acts such as Kiesza and Duke Dumont. This includes, but is not limited to: advancing, scheduling, printing tour books, booking personnel, flights and tour transport and budgeting. I also deal with all digital marketing for STL having built their website I also do all social media and help with bringing in business.

Back Yard Music
Head of Business Affairs

Oct 2011-Oct 2012
London

In my role as Head of Business Affairs, I was responsible for the full cycle of accounts payable and receivable, overseeing the efficient and accurate processing of invoices and payment transactions; bank and credit card reconciliations; royalty accounting; and all sync requests for across label and publishing of The Gossip, Chromeo and Tyson.

BBC Radio 1 (BBC Introducing)
Consultant

Nov 2009-Nov 2011
Glasgow

As a member of the A&R Zone team I was responsible for sourcing new Scottish bands for Vic Galloway and Ally McRae’s ‘BBC Introducing’ regional show on Radio One. I was a monthly contributor and would discuss my findings live on air.

“I enjoy variety in my work, hence why I work across a variety of roles and take on a few projects at any one time. It is also important to me to help guide and teach others all about the music business.”

Additional Skills & Knowledge

- Web design
- Wordpress design
- Social Media
- PPC Advertising
- eCommerce
- Photoshop
- Quickbooks
- First Aid Certificate (St John's Ambulance 2014)

Professional Memberships

- Macrobert Arts Centre Committee Board Member 2005-2007
- Scottish Music Industry Association Board Member 2008-2009
- Association of Independent Music Board Member 2009-2010

Universal Music Group (Fiction) A&R Scout

April 2009-present
Glasgow/London

As an A&R scout for Fiction I scout for discover and develop new artists to sign to the Universal owned label. It is my role to keep up with the new trends and new artists in the music industry as they emerge, and then recommending them to the rest of the A&R team at Fiction.

DF Concerts & King Tuts Recordings Promoter & Label Manager

April 2006-July 2010
Glasgow

As a promoters assistant, and later a promoter, I was involved in the booking of bands for T in the Park, Connect T on the Fringe and concerts all over Scotland. I also booked the programme at King Tuts Wah Wah Hut and many other venues in Scotland and devised and developed the New Years Revolution and Summer Nights Festivals at King Tuts. I dealt with all matters from booking artists/dealing with agents and venues through to the marketing of shows through online, advertising materials, print and radio advertising. Whilst at DF Concerts I also setup King Tuts Recordings, King Tuts' record label, where I was the label manager. I dealt with all aspects of the release schedule as well as A&R. Releases include: The Dykeemies, Twin Atlantic, The Xcerts and Kassidy.

Euphonios Director

Nov 2007-present
Glasgow/London

In 2007 I set up my own record label Euphonios, I have released unsigned bands who have since gone on to sign to major labels including Unicorn Kid and Kid Adrift as well as SaintSaviour and Think About Life. I deal with all matters including online digital audio management, running PR and marketing campaigns, co-ordinating single and album releases, liaison and compliance with MCPS, PRS, GSI, establishing links with other organisations including genre related labels, booking agencies, radio pluggers, exploring opportunities for licensing and new territories, managing and maintaining, all marketing relating to social media and SEM, SEO and booking shows. The second part of Euphonios is the management company side. I take responsibility for all aspects of artist management for Polarsets and Breen and previous management clients include Unicorn Kid and Dems. I deal with everything from development (online, press and radio), acquiring record and publishing deals, dealing with tours, agents, visas, equipment, booking travel, diaries, social media and much more.

Education Experience

ACM Lecturer

Sept 2014-present
Guildford

The Academy of Contemporary Music is based in Guildford (Surrey) and is Europe's leading educational institute for contemporary musicians. As a Lecturer and member of the Music Business School faculty, I have devised and teach modules in The Live Industry, Marketing, Digital Marketing, Consumer Psychology and Artist Development, all of which form part of the Academy's Degree and HDIP programmes in Music Business and Innovation. In 2015 I have also been promoted to the role of academic career's advisor, creating job opportunities for our students in the industry, as well as helping with CVs and covering letters. I have also setup a 'networking hub' lecture where I have brought in the likes of Huw Stephens, Simon Napier Bell and other industry professionals to transfer knowledge and inspire students.

All About Music Education Director

May 2014-present
London/Glasgow/Edinburgh

I run London's longest running rock and pop teaching agency and have recently expanded our offerings into Glasgow and Edinburgh. We currently have a large private client base within London, Glasgow and Edinburgh providing both temporary and permanent teaching solutions. My team of 54 experienced music teachers provide the highest level of service across rock, pop and classical music teaching.

“I am an accomplished educator with demonstrated ability to teach, motivate, and direct students while maintaining high interest and achievement.”

Interests

- Squash
- Cycling
- Podcasting
- Cooking
- Fashion Design
- Upholstery
- Furniture restoration
- My Dog
- Fishing

DiVA
Assessor/Tutor

April 2014-present
London

Proactively coaching and managing all quality aspects of BTEC and Core / Key Skills / Functional Skills attainment for candidates ensuring that all processes and procedures followed at delegate level are compliant with national occupational framework standards and OFSTED requirements. Specifically I have responsibility for 14 Apprentices throughout their 1-year Apprenticeship learner journey, providing all training and assessing across Music Business, Digital Marketing and Business Administration frameworks. I am currently developing online blended learning courses across a range of creative industry apprenticeship frameworks to improve the delivery and offerings of the company.

Study Music Business
Director

May 2013-present
London/Glasgow

SMB in an online music business school for independent musicians, performers, recording artists, producers, managers, songwriters and anyone wanting a job in the music industry. The school teaches essential entrepreneurial business and marketing skills that will take students from creativity to commerce while maximizing chances for success. The online music business courses are designed to give musicians a thorough understanding of the current music industry and to provide the tools and techniques necessary to make a meaningful impact in today's music market.

As well as teaching I also produce a monthly podcast (available on iTunes, Soundcloud and Stitcher Radio) which covers some basic music industry help and advice and I am currently writing an extensive music industry book, due for completion in 2017.

Point Blank Music College
Tutor/Internal Verifier

Feb 2012-present
London

Point Blank is an innovative electronic music production and DJ school providing award winning music production, DJ courses, audio engineering and sound courses both in London and online. I devised and teach the Music Business courses within the East London Campus and also on all of the online courses. I was integral in the switch from certificate to CertHE and DipHE, writing course content and creating assessments to ensure compliance with national occupational framework standards and OFSTED requirements. I am also an internal verifier across all PB courses.

References:

Dave Corbet

DF Concerts

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David McHugh

Point Blank Music College

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Helen Gammons

Academy of Contemporary Music

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