

ERIK GIUSTI

+44 (0) 7799 587 043

erikgiusti.com

erikgiusti@gmail.com

London, UK

PROFILE

Passionate music and entertainment professional, with a finger on the pulse of pop culture, specializing in industry partnerships, product management, design, social media, and content creation with a track record of successful creative campaigns for high profile & developing acts and brands.

EDUCATION

NORTHEASTERN UNIVERSITY

Boston, MA

Bachelor of Science

SANTA ROSA JUNIOR COLLEGE

Santa Rosa, CA

Associate of Arts

KEY SKILLS

- Graphic Design
- Video Production
- Web Development
- CRM & Email Marketing
- Advertising Strategy
- Search Engine Optimization
- Pop Music Trivia
- Arts & Crafts
- Vintage Shopping
- TV Series Binging
- Playlist Curating

AWARDS

WEBBY AWARDS

2018 Social - Music | **Winner**

2018 Mobile Apps | **Honoree**

2017 Social - Music | **Nominee**

W3 AWARDS

2018 Social - Celebrity | **Gold**

2014 Social - Activism | **Gold**

FOR IN-DEPTH CAMPAIGN

PORTFOLIO, PLEASE VISIT:

ERIKGIUSTI.COM

PROFESSIONAL EXPERIENCE

FACEBOOK London, UK | 2019 - Present

Strategic Partner Manager, Music, EMEA

- Lead music partnerships for Facebook Inc. in Europe, Middle East, and Africa and create overall narrative & strategy for music partners in those regions
- Identify and maintain relationships with global music talent across genres and other various partners within the music ecosystem including labels, festivals, award shows, organizations and charities
- Maintain understanding & educate partners on best practices & opportunities for Facebook family apps such as Facebook, Instagram, WhatsApp, Messenger, and Oculus
- Collaborate cross-functionally with marketing, comms, product, data, and technical teams internally to improve experience for music partners
- Build programs for music artists that encourage creative use of platforms and shine a light on up-and-coming talent
- Partner with A-list talent and their teams to help execute large-scale creative campaigns on platform including live fan-event with Camila Cabello and *An Evening With Elton John* Facebook Watch special

CAPITOL RECORDS Hollywood, CA | 2011 - 2019

Director, Digital Partnerships

- Oversaw Capitol Music Group (Capitol, Motown, Virgin, Blue Note) relationships with digital partners including YouTube, Instagram, Facebook, Twitter, and secured high-level promotional opportunities for priority artists including Paul McCartney, Halsey, Migos, and more
- Identified new marketing drivers and areas for increased monetization while focusing on expanding CMG's global footprint
- Managed digital-focused operations for label including hiring and training staff and organizational problem solving across domestic & international marketing teams
- Led company-wide college internship program including hiring and supervising group of 20+ prospective employees

Senior Manager, Digital Marketing

- Executed full scale digital marketing campaigns for artists under Capitol Records roster including Katy Perry, Sam Smith, Beck, Troye Sivan, Ryan Adams, Jonas Blue, and more
- Conceived award-winning social media campaigns including Katy Perry's Chained To The Rhythm song launch campaign, winner of the 2018 Webby Award for Social - Music
- Maintained relationships with influencers across multiple social platforms to execute artist campaigns including #beckWOW Instagram Campaign, Webby Award nominated
- Produced and directed creation of social video content & fan events including Troye Sivan's *Blue Neighbourhood Trilogy* film screening (in partnership with Vevo & The Advocate) and "WILD EP" release YouTube live stream
- Implemented digital advertising strategies, designed CRM campaigns, and interpreted data to management & marketing teams

Manager, Digital Marketing

- Managed official label & artist social media accounts while coordinating messaging, best practices, and strategies directly with artists & management
- Prioritized digital streaming by maintaining artist & label Spotify, Apple, Soundcloud accounts as well as establishing relationships with popular playlists & tastemakers
- Utilized HTML/CSS knowledge to build websites as well as communicate with developers