

Tony Edwards

Marketing / Brand Advocacy Strategist

Dallas TX United States

My online resume

www.doyoubuzz.com/tony-edwards

Experience

Co-Founder / Board of Directors

Fancorps - Dallas, TX, United States - Consultant - January 2007, Present

- ▶ Idea architect and strategic planning of social technology designed to mobilize and manage brand advocates and word of mouth marketing communities
- ▶ Business development
- ▶ Product execution and strategy
- ▶ Team management

Director - Sales & Marketing

Fancorps.com - Dallas, TX, United States - Full-time - January 2007, September 2012

- ▶ Solicit companies and brands to license the Fancorps application
- ▶ Key accounts secured include Chili's Grill & Bar, 7-Eleven, Kodak, Shell, Michaels, Keep A Breast Foundation and Lady Gaga
- ▶ Develop sales projections and track company goals
- ▶ Industry research on customer and influencer behavior
- ▶ Attend industry networking events and conferences
- ▶ Position myself and Fancorps as industry thought leaders through social media, blogs and speaking engagements (Klout Score of 68)
- ▶ Assist clients in the development of custom advocate marketing campaigns
- ▶ Oversee project managers who maintain the communication and management of communities

Sales & Marketing Representative

Crystal Clear Distribution - Dallas, TX, United States - Full-time - January 2006, December 2007

- ▶ Solicit upcoming Crystal Clear releases to key retail accounts (independent and national)
- ▶ Coordinate overall retail marketing efforts for upcoming Crystal Clear releases
- ▶ Develop aggregator relationships with on-line music sales and subscription companies (e.g. iTunes, eMusic, Touch Tunes, Urge, Yahoo)

Artist Development Representative

Sony BMG - Dallas, TX, United States - Full-time - February 2001, January 2006

- ▶ Solicit upcoming SONY BMG releases to key accounts in TX, OK, LA, MS, AR, CO and UT
- ▶ Create and collaborate on regional and national marketing plans
- ▶ Manage regional college marketing reps and branch intern staff
- ▶ Coordinate retail, experiential and lifestyle marketing

Sales and Marketing Coordinator

BMG Distribution - Dallas, TX, United States - Full-time - August 2000, February 2001

- ▶ Assist the branch marketing manager and sales & marketing staff
- ▶ Collaborate on regional marketing initiatives
- ▶ Coordinate promotional and experiential events and track results

Director of Marketing & Promotions

One Ton Records - Dallas, TX, United States - Full-time - August 1998, August 2000

- ▶ Manage retail distribution, marketing and merchandising
- ▶ Sales and radio promotions and tracking
- ▶ Manage street marketing team

College Marketing Representative

BMG Distribution - Dallas, TX, United States - Full-time - May 1997, December 1998

- ▶ Promote and market releases by BMG labels to record stores and lifestyle accounts in TX, OK, LA and AR.
- ▶ Coordinate regional online, retail and experiential marketing and merchandising
- ▶ Create and Collaborate on regional and national marketing plans

Contact me

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About Me

LinkedIn:
<http://www.linkedin.com/in/tonyedwards1973>

Twitter:
<https://twitter.com/giddyuptony>

Throughout my life, my personal and professional endeavors have been driven by an overwhelming curiosity about the nature of human interaction. It led me to achieving a BA in sociology, guided me through many years as a marketing representative, allowed me to architect the Fancorps Brand Advocacy platform and continues to fuel my journey in the ever-changing world of social media.

As an early adopter of this medium of communication, I have aspired to learn more about how we as peers and colleagues communicate with one another and relate that back to how consumers connect with the brands that we interact with on a daily basis.

It is my belief that these relationships are the key to the future of marketing and it is my goal to continue to pursue these philosophies throughout my professional career.

Skills

Leadership

- ▶ Strategic Planning
- ▶ Industry Networking
- ▶ Project Management
- ▶ Product Execution and Strategy
- ▶ Thought Leadership and Public Speaking

Marketing

- ▶ Director of Marketing
- ▶ Client Relations
- ▶ Brand Advocacy
- ▶ Consumer Behavior
- ▶ Social Media and Digital Marketing

Sales

- ▶ Director of Sales
- ▶ Business Development
- ▶ Industry Research
- ▶ Sales Forecasting
- ▶ Sales Tracking

Applications

- ▶ Sales tracking tools (Google Drive, Pipedrive)
- ▶ Creative software (Photoshop, Illustrator, Keynote, Powerpoint)
- ▶ Office management tools (MacMail, iCal, Address Book, Google Docs, DropBox, Yammer, Zen Desk, Time Off Manger)

Education

Bachelor of Arts (B.A.) - The University of Texas at Arlington

September 1992 - September 1992

- ▶ Sociology, Anthropology

Overall GPA: 3.3

Major Coursework:

Collective Behavior
Social Movements
Popular Culture

Various Field Research:

Role of the Music Industry
Audience Participation at Rock Shows
Tattoos and Piercings
History of the World's Religions

Awards and Honors:

President's Leadership Scholarship (1992, 1993)
Outstanding Achievement in Sociology
Dean's List (2 semesters)
Honor Roll (4 Semesters)