



Tony Edwards

Business Development/Social Media Analytics

For more details, check my online resume : www.doyoubuzz.com/edwards-tony

EXPERIENCE

Owner/Founder

Zero Memorabilia • Since February 2017

- ▶ Zero Memorabilia is an independent rock memorabilia collection & sales company dealing in local, national and international artists & bands.
- ▶ Owner/Founder Tony Edwards has spent 25+ years in the music and the street, on-line and social media marketing industries. That, plus the combined experience of a large network of colleagues, dealers, venues and artists, has allowed Zero Memorabilia to deal in rare pieces of rock history.
- ▶ Specialty items include vinyl, autographed materials, promotional marketing tchotchkes, limited edition issues and rare specialty items.
- ▶ Partnering Tony's experience in on-line marketing with well-known, highly rated eBay sellers is the key to Zero Memorabilia's success in taking this coveted inventory to market.

Owner/Founder/Marketing Consultant

Zero Promotions • Since March 1998

- ▶ Zero Promotions is an independent Social Media/Marketing & Analytics company, providing social media consultation, event marketing and production services.
- ▶ Overall Business Strategy Consultation
- ▶ Marketing Analysis & Assessment
- ▶ Social Media Marketing Architect
- ▶ Social Media Team Training
- ▶ Implementation Coach
- ▶ Event Production & Infrastructure
- ▶ Event Marketing
- ▶ Clients have included Dia De Las Toadies (Music Festival), Trees (Music Venue), Gas Monkey Live (Music Venue), Taco Libre (Food Festival), North Texas New Music Festival (Music Festival), Curtain Club (Music Venue), Fiesta Tecaliso (Music Festival), Grass Y Mas (Landscaping Business), One Ton Graphics/Records and local Dallas bands including Slow Roosevelt, Bowling for Soup, Erik Chandler Band, SouthFM, The Buck Pets, The Toadies, Sugarbomb and more.

Account Director/Social Media Analytics

MutualMind, a Shapiro Raj Company •

April 2016 to February 2017

- ▶ Account Director - Work directly with clients & the Shapiro+Raj Account Management team to identify social listening & market research needs
- ▶ Strategy - Develop social listening methodologies based on the client's marketing, lead generation, market research or consumer outreach strategies
- ▶ Implementation - Translate client strategies directly into the MutualMind platform for optimal social listening results
- ▶ Social Media Analytics - Analyze organic social media conversations to ascertain answers to known questions posed by the client
- ▶ Social Media Analytics - Discover aspects of organic consumer conversations unknown to the client that directly relate to business strategies
- ▶ Consultation - Present findings to client and consult on best practices to react and respond to consumer conversations

Infos

- ▶ Dallas
- ▶ United States
- ▶ Texas

Contact

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About Me

Throughout my life, my personal and professional endeavors have been driven by an overwhelming love for music & my curiosity about the nature of human interaction. It led me to achieve a BA in sociology and continues to fuel my journey in the ever-changing world of digital music distribution & social media.

I have aspired to learn more about how we as strangers and as friends communicate with one another on social media and relate that back to how consumers connect with brands and artists. I believe these relationships are the key to the future of consumer and fan engagement. It is my goal to continue to pursue these philosophies throughout my professional career.

Specialties: Social Media Analytics, Marketing, Sales, Business Development, Word of Mouth Marketing, Brand Advocacy, Project Management, Industry Networking, Digital Strategy

Director - Business Development

MutualMind • November 2012 to February 2017

- Sales - National & International brand sales (American Airlines, Mary Kay, Del Monte, American Cancer Society, A & E Networks, Evite, Cinemark)
- Business Development - Build relationships with national agencies & service providers to leverage channel sales to end client users (IBM, Ernst & Young, Weber Shandwick, Ketchum)
- Account Management - Work with clients to identify pain points and specific use cases throughout their organization
- Platform Implementation - Assist new clients in setting up social listening campaigns, team training, ongoing keyword optimization and platform support
- Experiential Marketing - Event management & production to assist in the architecture, installation and launch of social media command centers
- Platform Development - Assist in product development to deliver evolving functionality to meet the ongoing trends in social listening

Director - Sales & Marketing, Co-Founder

Fancorps • January 2007 to October 2012

- Key member of platform development planning team
- Architecture & strategic planning of social technology designed to mobilize & manage brand advocates, fan engagement & word of mouth marketing communities
- Solicit brands & artists to license the Fancorps application
- Key accounts secured: Lady Gaga, Motley Crew, Toby Keith, Trace Adkins, Chili's Grill & Bar, Gold's Gym, 7-Eleven, Kodak, Shell, Michaels
- Develop sales projections & track company goals
- Assist clients in the development of custom advocacy marketing campaigns
- Supervise project managers of client communities
- Involvement at Industry Networking Events & Conferences

Sales & Marketing Representative

Crystal Clear Distribution • January 2006 to January 2008

- Lead A&R rep for new physical & digital distribution clients
- Solicit upcoming new releases to key retail accounts (independent & national)
- Coordinate overall retail marketing efforts for upcoming releases
- Develop aggregator relationships with on-line music sales and subscription companies (i.e. iTunes, eMusic, Touch Tunes, Urge, Yahoo)

Artist Development Representative

Sony BMG • August 2000 to January 2006

- Coordinate overall marketing efforts for upcoming Alternative releases in the Southwest
- Solicit upcoming releases to key retail accounts (independent & national)
- Create regional & national retail, experiential & lifestyle marketing plans
- Architect regional on-line & social media marketing efforts for new releases and artists' tours
- Educate and Motivate the Branch Sales staff on upcoming Alternative releases
- Sales, Radio and Order Tracking
- Manage regional college marketing reps & branch intern staff

Director of Marketing & Promotions

One Ton Records • August 1998 to August 2000

- Manage retail distribution, marketing and merchandising plans
- Sales and radio tracking

- ▶ Artist Management and A & R
- ▶ Artist Booking and Tour Planning
- ▶ Creation of weekly e-mail newsletter
- ▶ Manage Street & On-line Marketing Team

College Marketing Representative

BMG Distribution • May 1997 to December 1998

- ▶ Street, Retail, Non-Traditional & Tour Marketing and Merchandising
- ▶ College and Community Radio Promotions
- ▶ Sales & Radio Tracking
- ▶ Coordinate Promotional Events (i.e. Listening Parties)

EDUCATION

Bachelor of Arts (B.A.)

The University of Texas at Arlington • 1992 to 1998

Major - Sociology

Minor - Anthropology

Overall GPA: 3.3

Major Coursework:

Collective Behavior

Social Movements

Popular Culture

Various Field Research:

History of the World's Religions

Fads, Cults & Culture

Role of the Music Industry

History of Body Mutilation

Awards and Honors:

President's Leadership Scholarship (1992 & 1993)

Outstanding Achievement in Sociology

Dean's List (2 semesters)

Honor Roll (4 Semesters)