

RIC STEWART (MBA/MSc)

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Creative Director - Video / Content Development

Career Highlights

- ✓ For EMI/Capitol managed 1M SKU music and video catalog to 150% annual revenue growth and + \$90M profit.
- ✓ Utilizing Jazz Fest Grants - Wrote, Directed, Produced & Narrated 28-minute music documentary with Hall of Famers drove 75K+ views. Developed touch-screen music map with exclusive videos & 21-episode interview series with 400K + views.
- ✓ Conceptualized, developed, and promoted a video site that reached 30M views and 300K monthly unique users.
- ✓ Produced, edited, narrated 20+ YouTube videos for beverage alcohol and drove 300% traffic to social media.

SUMMARY AND PROFILE

Double Diamond Marketing, | Nashville, TN

Vice President, Marketing

11/2022 – 6/2024

- ✓ Agency management, writing and video production, social media strategic for client accounts/internal teams.
- ✓ Campaign strategy/development of creative media (video, print) omnichannel including video production/direction.
- ✓ Blog writing, email design and copy. Video channel management, direction, scripting, voice over.
- ✓ Produced, edited, narrated 20+ YouTube videos for beverage alcohol and drove \$150,000 in sales in first 60 days.
- ✓ Shopify E-Commerce direction to \$150K+ in first 60 days. Google Ads, SEO/SEM. Driving +300% traffic to social media.

ACE Production, LLC | New Orleans, LA & Nashville, TN

Music Video Marketing Specialist

7/2015 - 10/2022

- ✓ **Blues Center:** Received financial grants for 7 consecutive years to create interactive music content highlighting R&B, rock and country. Developed touch-screen music map with 50 exclusive videos for the New Orleans Jazz Fest. Developed a YouTube channel with 21-episode interview series and 400,000 views. Artists included John Oates, Joe Louis Walker, Peter Case, Bobby Rush, Stanton Moore, Jontavious Willis, James Gadson and Barry Goldberg.
- ✓ **Blues Rock Hits Soul Country:** Developed, produced and narrated a 30-minute documentary featuring footage and stories from a 30 year career of exclusives with Rock & Roll Hall of Famers, Grammy Winners and R&B legends with 75K+ views.
- ✓ **Soul Country Podcast:** Producing Americana podcast program, with grants from NO Jazz Fest with Grammy-winning talent.

Atypical Brands, LLC | Van Nuys, CA

Vice President, Marketing

4/2014 – 6/2015

- ✓ Doubled eCommerce revenue to \$20M in <12 months. Generated +\$5M in sales by engaging +24 leading influencers.
- ✓ Architected a \$5M retail chain for haircare brands, securing placement with Sally Beauty, Costco, Sephora and ULTA.
- ✓ Leveraged Magento, drove +20 TV-web sales events, including TODAY SHOW, E! NEWS, and HOME & FAMILY.

Procter & Gamble (via Atos) | Cincinnati, OH

Program Manager

1/2012 – 3/2014

Program-managed executions for Olay, Pantene, Secret and Mr. Clean integrations to Homemade Simple on OWN and TLC.

- ✓ Directed digital launches with Burnette, Barefoot, Accenture, Corbus, Mindtree and Bazaar Voice and Time Inc.

Sawyer Place Company | Cincinnati, Ohio

Vice President, Marketing

5/2009-12/2011

- ✓ Marketing strategy, communications social/video content for logistics and real estate firm. Video Production.
- ✓ Authored grants to raise \$5.3M. Wrote 8k word history of port property. Lobbied State/Local governing officials.

Mini Movie Channel | Beverly Hills, CA

Vice President, Marketing & Business Development

10/2007 – 5/2009

Hired by Cannes Award-winner to develop/market video platform for REN TV - marketing, PR and business development.

- ✓ Conceptualized, developed, and promoted a video site that reached 30M views and 300,000 monthly unique users.
- ✓ Established a new YouTube channel. Leveraged YouTube relationships into a partnership that earned 18M annual views.

- ✓ Creative direction and oversight of the “McCain - Obama Dance-Off” video that received earned media coverage in nationwide outlets. Interviewed on Armed Forces Radio; accepted recognition at Directors Guild of America ceremony.

EMI Music | Hollywood, CA

Director, Digital Sales, EMI Music Marketing (EMM)

3/2006 – 9/2007

- ✓ Delivered analytics reporting and strategy for division with 150% YoY revenue growth and \$90M (60%) profit increase.
- ✓ Led relationships with content delivery partners, including iTunes, Spotify, Yahoo!, MSN, and Walmart.

Movielink | Santa Monica, CA

Producer

5/2004 – 3/2006

Merchandised film/tv titles for company owned by Warner Bros., MGM, Universal, and Sony. Sold to Blockbuster in 2007.

- ✓ Developed and led brand marketing, IP promotion, and live events. Achieved 100% year-over-year revenue growth.

Additional

American Marketing Association

Produced/managed 8 events, including Design Thinking workshop.

EDUCATION AND OTHERS

University of Cincinnati

Master of Science, Marketing

University of Cincinnati

Master of Business Administration

University of California, Berkeley

Bachelor of Arts, Film (with honors)

Skills

Software Systems

MS, Google and Adobe Suites, SaaS: Cloud-based CRM, HubSpot, Salesforce, Slack

Functional

Customer Acquisition, Retention, Multi-Channel Campaign Development, Product Launches, Marketing Strategy, Operations, Analytics, SEO/SEM/Google Ads, B2B Services,

Leadership

Cross-Functional Communication, Training and Development, Building/Leading Teams

Operating Systems

Windows, Mac iOS/OSX, Android