

Christopher W. Williams

2734 Cutter Court • Manvel, TX 77578 • cwwilliams1973@gmail.com • 832.525.0233

Music Business Development/ Entrepreneurship / Sales / Digital Marketing / Strategic Planning / Professor/Artist Development / Concert Promoter and DJ

Well-qualified business professional with demonstrated accomplishments in business and artist development, management and strategic marketing plans implementation that has worked with artist, songwriters and publishers to enhance growth and competency. Goal-oriented leader, with outside the box vision and the ability to execute complex objectives.

PROFESSIONAL HIGHLIGHTS

BUSINESS DEVELOPMENT / LEADERSHIP / PROFESSOR

- Increased the total revenue of BPM Music Group by 10% in 2019 (up 100k)
- Grammy (The Recording Academy) voting member
- Lead ten-member cross-functional team that includes publicity, digital marketing, sales, advertising, radio, and business affairs. Maintained team alignment to ensure that overall branding goals were met
- Set up strategic partnership with the Berkley School of Music sending an average of 2 qualified interns per year into the schools program with college credits upon enrollment
- As an internship advisor, students were advised about possible job opportunities in the entertainment industry and planning of an academic schedule to attend a university or college
- Identified, developed, and implemented concepts for private and corporate business to create team-building projects
- Developed first Gospel Grammy solo artist on the label by increasing her awareness through various digital platforms of TV and Film in the Gospel genre of music
- Teaching of the music business courses for the new and/or experienced artist, musician, singer, and songwriters
- Increased record label market share from 5% to 15% of overall gospel market.
- Managed multi-million dollar budgets for label projects. Utilized metrics and analytical programs to monitor expenditures to ensure a high ROI. Responsible for expense cutbacks and reallocation of funds
- Managed multiple strategic partnerships with high profile corporations such as Wal-Mart and Target to create co-promotional strategies which maximized sales.
- As a music executive, orchestrated a sale and sign of multiple artist to generate over \$500,000 initially for start-up label
- Implement new curriculums and planning of the music business department
- Drafted and executed 10+ national marketing plans which increased label net revenue to \$1.5 million in 2018

DIGITAL MARKETING & ARTIST MANAGEMENT/DEVELOPMENT

- Facilitate community outreach and cross promote relationships with non-profit and social organizations
- Plan, book, and execute concert tours, promotional events and special events in multiple markets for clients and music label
- Managed digital team. Evaluated and introduced new and innovative programs to the label to maximize on digital sales. With increased SEO practices, current site has been ranked top 5
- Manage budgets for, venue, artist, and management relationships for concerts and special events
- Work with the Public Relations department to create effective online marketing mixes with our digital partners
- Develop project strategies for organizations for fundraisers, private events, pricing, and promotions
- Create and manage email and social media campaigns through Mad Mimi, Constant Contact and Topspin
- Implemented development skill workshops; artist learn business skills (licensing, publishing, touring, social media, image, etc.)
- Assess artist weaknesses and strengths
- Increase and build fan base; Increased social media following for new artist from 4 thousand to 1.4 million followers in a three month period.

STRATEGIC SALES & MARKETING

- Created out-of-the box concepts to foster a platform for organizations, groups, and small to mid-size companies to market their product and services
- Obtained national relationships and sponsorships with major corporations (AT&T, Ford, Xbox, Universal Records) to successfully brand and market new products.
- Managed the Houston South Team for small to large business (high volume) with focus on CCTV, Fire and Burglar alarms
- Envisioned and led a successful strategic marketing initiative for national launch of social and networking events
- Creative director for print media, social and advertising campaigns for all artist related tours
- Developed social media tactics and strategies to reach a niche and massive consumer with the use of the internet
- Incorporate sales strategies and marketing techniques with YouTube, iTunes, Vevo, Spotify, Music Choice, and Pandora
- Handled all advertising buys for album releases which included spends for online, TV, radio, outdoor and print advertising
- Created conceptual treatments for music videos and reality shows that have aired on BET, MTV, VH1 and Teen Nick

Concert Tour Promoter and DJ

- Tour manager/DJ and support for R&B and Hip concerts in U.S. and international markets.
- Manager of day of show run and work closely with production and venue manager to ensure quality exhibition of performances.
- Talent acquisition and buyer for all US shows, to include opening acts for the markets in which the concerts run.
- Curate and execute local showcases in tour markets for up and coming acts to open for national acts.
- Founded partnership with Live Nation and Warehouse Live for music
- DJ residency at Brasserie 19, A'bouzy in Houston.

ENTREPRENEURSHIP

- Opened new concepts in competitive markets and met targets for break-even and profit performance as many as 6 months ahead of schedule
- As Director of Marketing, led company to its highest fiscal year in 2017 with revenues topping over \$500,000 (% growth)
- Aligned and manage partnerships with UNCF, Miss Jessie's Originals, NABA, MS Society, Houston Symphony & NSBE
- Founder of BPM Music Group, LLC and Beats Per Minute Publishing, LLC

RELEVANT EXPERIENCE

Music Business Faculty Professor/ Co-Advisor of MEISA Houston Community College, Houston, TX	8/2017-present
Concert Tour DJ/Manager G Squared Entertainment	1/1991-present
CEO-Founder -Label Manager BPM Music Group, LLC, Houston, TX	12/2013-present
Founder – Music Publisher Beats Per Minute MG Publishing, Houston, TX	12/2015-present
Dir.of Digital Marketing Music World Entertainment, Houston, TX	6/1/2012-10/2012
Digital Music Coordinator Music World Entertainment, Houston, TX	5/1/2007-6/2012

Business Consultant Digital Witness, Houston, TX	11/2005-3/2007
Marketing Project Manager (Post Grad-Internship) Andrew, Donnan, David and Associates, Dallas, TX	1/2005-6/2005
Sales/Marketing Manager ADT Security Services, Houston, TX	6/1999-1/2005
United States Army –Desert Storm Fort Sill, OK	4/1992-12/1995

EDUCATION

EdD., Education (Candidate) – Management- Northcentral University, San Diego, CA	07/2020
M.B.A., Business – Marketing- University of Phoenix, Phoenix, AZ-Houston Campus	12/2004
B.S., Kinesiology —Prairie View A&M University, Prairie View, TX	5/1999

ACCOLADES

Kappa Kappa Psi National Honorary Band Fraternity - General Council President (2014-present)
 Alpha Phi Alpha Fraternity
 Award for social engagement in the community 2010, 2012-2014
 ASCAP Manager of the Year in Gospel and Christian Music 2013
 Who's Who in Houston 2012
 Tri County Chamber of Commerce Community Award Winner
 National Association of Record Industry Professionals
 National Black MBA Association Inc.
 Act One Young Professionals - The Ensemble Theatre
 Grammy's – Voting Member

COMPUTER SKILLS

Accolades Operating systems: OS (MAC), Microsoft Windows XP

 Applications / Software: Microsoft Office Suite (Word, Access, Excel), PowerPoint, Outlook, Outlook Express,
 Internet Explorer, Serato, Garage Band, Final Cut Pro, WordPress, SEO, HTML, People Soft
 Digital Marketing: Hootsuite, Google Analytics, Google AdWords, Mad Mimi, TopSpin, Freshbooks, Constant Contact,
 Adobe Photoshop and Illustrator, (Highly Experienced), Renderforest, Adobe Spark
 Yangaroo (Music and Video Servicing Platform)

