

# RASHA SHAKER

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## SENIOR LEADER, DIGITAL MARKETING

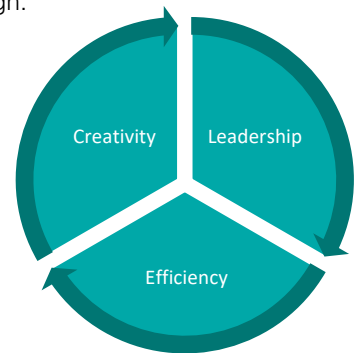
Accelerating sales and audience engagement for clients in entertainment industry.

**Systems thinker, brand champion, and catalyst for change** who defines cutting-edge marketing and business development strategies for clients in entertainment industry. Proven ability to increase sales through omnichannel marketing campaigns. Applying market research and advanced analytics to generate audience insights and boost engagement. Strong breadth and depth of experience in marketing operations, leveraged to optimize spend and efficiency. Committed to fostering cultures of accountability and productivity through servant leadership. *Career highlights include:*

- Designed Facebook strategy for entertainment marketing agency that increased average ROAS by 14X.
- Drove \$1M in ticket sales for comedian on national tour through integrated marketing campaign.
- Increased average YouTube view rate for marketing agency from 9% to ~35%.

### AREAS OF EXPERTISE:

- Digital and Traditional Marketing
- Sales and Brand Management
- Entertainment Industry
- Sales Funnel Optimization
- Customer Relationship Management
- Content Development and Strategy
- Integrated Campaign Strategy
- Marketing Spend Optimization
- Media Buying
- Training, Coaching, and Mentoring
- Omnichannel Marketing
- Cross-Functional Team Leadership



## CAREER SUMMARY

### bohan Advertising – Nashville, TN

#### Senior Digital Media Specialist (06/2022 – Present)

Plan and execute paid digital media campaigns for Facebook, Instagram, YouTube, and TikTok. Act as media buyer and manage purchasing data. Coordinate activities for up to 6 campaigns at once (across 6 business lines). Collaborate with design teams to ensure alignment with platform formatting requirements.

- Increased average YouTube view rate from 9% to ~35% (against industry benchmark of 15-20%) by hyper-focusing content for specific audiences (based on age and other demographics).
- Improved ability to track conversions/attribution by analyzing and optimizing floodlight tags in Google Search Ads 360.
- Increased social media leads by 190% in 2022 for multimillion-dollar account holder.
- Improved accuracy and efficiency of accounting process by educating finance department on invoice reconciliation.

### Brill Media – Remote

#### Marketing Specialist (12/2021 – 05/2022)

Created and implemented marketing plans for ~10 clients (2-3 clients at once). Served as media buyer; pulled and analyzed data on impressions and audience insights.

- Coordinated content development for LA Business Podcast episodes. Identified and interviewed guests and collaborated with editor to upload polished audio/video.

### Bauer Entertainment Marketing – Nashville, TN

#### Account Manager (03/2021 – 10/2021)

Drove client satisfaction and campaign success for startup agency. Helped account coordinators develop social media calendars and campaigns. Generated and posted content on social media platforms. Mentored and coached junior account coordinators.

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- Increased average return on ad spend (ROAS) by 14X for first-year music festival by overhauling Facebook campaign strategy. Created 3 different ad sets, leveraging expertise in music culture. Helped sell out ~20,000 festival tickets.
- Expanded Spotify listenership for music artist by 160% by targeting fans of similar artists (folk, Americana), then retargeting users who clicked on client's playlist.

## AI McCree Entertainment – Nashville, TN

### Marketing Manager (03/2019 – 11/2020)

Oversaw traditional and digital campaign strategy for comedian, selling out 1,200+ capacity venues for national tour. Created marketing infrastructure from the ground up. Bought ads on radio, TV, print, and social media. Generated content for web and social media. Developed marketing strategies to boost impressions, digital reach, and click-through rates.

- Grossed more than \$1M in ticket revenue through aggressive digital marketing campaign, expanding share of voice.
- Improved top-of-search impression share by coordinating with vendor to revamp company website.

## Grayscale Entertainment Marketing – Nashville, TN

### Research and Engagement Supervisor (07/2018 – 02/2019)

Led newly created Brand Division, overseeing customer service and acquisition. Developed and implemented strategies for social media campaigns and calendars. Responded to social media comments. Identified and leveraged opportunities to improve processes and procedures. Trained and supervised 5 direct reports.

- Increased team productivity by triple digits through employee training and motivation. Educated team members on how to improve productivity via time management. Helped team members prioritize tasks, using time-saving strategies.

"Working as Rasha's number two was an absolute pleasure. She is an excellent communicator who embodies integrity and compassion. Her skill set is extensive and she always strives for the best possible result.... She loves what she does and does it to the best of her ability. Rasha wasn't just a supervisor who gave orders and expected results, she was a leader, teacher, and friend to us all at Grayscale."

- James C.

### Advertising and Marketing Coordinator / Executive Marketing Assistant (01/2017 – 07/2018)

Managed operations for marketing executives as agency's first hire. Planned, curated, and posted social media content for clients. Created digital content for sales pitches and marketing materials. Booked executives' appointments.

## EDUCATION | TRAINING

Middle Tennessee State University | Graduate-Level Coursework in Music Business  
Wilkes University | Bachelor of Arts in Communication Studies

*Certifications:* StackAdapt Native Channel Certification, Google Ads Search Certification, Simpli.fi Platform Certification, Google Ads Video Certification, The Trade Desk Edge Academy Certified: Executive Program

## TECHNOLOGIES

Google Marketing Platform (Search Ads 360, Campaign Manager, Display and Video 360), Google Ads, Microsoft Advertising, Adobe Creative Cloud (Audition, Premiere Pro, Photoshop, Illustrator, Media Encoder, Lightroom), Advantage Software, Hootsuite, Microsoft 365 (Word, Excel, PowerPoint, Outlook, Teams), Facebook, Instagram, YouTube, TikTok