



Contact

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Address

34B The Broadway
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Education

2011 - 2014

Music Business - 2:1

University of Hertfordshire

2009 - 2011

Music Diploma - Distinction

Access To Music, Norwich

Expertise

- Ruby On Rails
- Node.js / Express.js
- Javascript
- Ruby
- TDD
- BDD
- PostgreSQL
- MongoDB
- RSpec
- Jest
- Heroku
- HTML / HTTP / CSS
- Sinatra
- React
- Streaming, Data Analytics, Marketing, Client Relations, Budgeting, Creative Strategy

JOE OSBORNE

JUNIOR SOFTWARE ENGINEER

After almost a decade of working in marketing & client relations within the Music Industry, in August of 2022 I decided to make a change in trajectory & am about to complete the prestigious, highly selective 12 week Software Engineering course at Makers Academy. My desire is to now find a Junior Software Engineering position where I can build on the foundations I have laid by utilising and expanding on my existing skill set. I enjoy being a part of a team & am a very hard working & positive individual. I have a strong desire to grow & learn which, coupled with my passion for people & tech, I believe would make me a valuable asset to any team.

Experience

Aug '22 - Sep '22

Makers Academy

Student

- Participated in consistent pair programming & team engineering projects while adhering to an Agile workflow.
- Designed efficient development sprints that facilitated consistent changes in product requirements.
- Used an Object-Oriented approach to programming in JavaScript & Ruby, utilising relevant frameworks, such as Express, Phaser & Rails.
- Has an astute eye for detail & able to confidently apply SOLID principles to maintain a codebase's readability & flexibility.
- Proven ability to program following a strict Test Driven Development formula utilising RSpec, Jest, & Cypress.
- Some experience with Behaviour-driven development
- Robust problem-solving skills combined with determination allowed for efficient code debugging.
- Deployed web applications using a light cloud service such as Heroku integrated with GitHub to allow for consistent & maintainable deployments.
- Tech stack & tools for projects (past & ongoing) include; PostgreSQL, MongoDB, Javascript, Ruby, RSpec, HTML, HTTP, Heroku, Twilio, React, Node.js, Express.js, Handlebars, Sinatra, Jest,

May 2014 - Aug 2022

The Orchard + Dream Life Records | Sony Music, London UK

Senior Strategy & Marketing Manager

Campaigns/clients included; Certified platinum, Ivor Novello nominated Russ Millions, Pip Millett, SR & Poundz, Swarmz, September Records, Arista Records, Skepta, Jorja Smith, JP Saxe, For Those I Love, Obongjayar, Cashh, Big Tobz, Red Bull Records, Thirty Tigers, CRC, Loose Records & more.

DUTIES

Managed complex projects from start to finish

Undertook in depth data analysis of projects to identify trends & encourage growth

Analysed projects profitability, organised powerful digital marketing strategies

Created, organised and executed all forms of marketing activations

Managed relationships with labels, managers & artists & was a dependable contact

Worked closely with digital marketing, sales, tech & production departments

Worked closely with artists & management to help them achieve their creative goals

Sought & hired relevant PR's, Video Directors, Designers, Photographers & Pluggers

Actively pitched to new artists with a view of them signing

Presented recaps of campaigns to the entire business (250+)

Liaised with DSPs to pitch for relevant promo opportunities

Worked with brands, sync & other wider teams to further promote our client's releases

Stayed on top of new forms of media and educated artists on them

Expanded campaigns internationally and hired relevant international promo teams

Organised website launches, wrote newsletters, managed social media accounts, grew subscriber lists

Reference

James Moodie

Senior Director, Artist Services
The Orchard

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Email: moodie@theorchard.com

Shane Derozario

MD, Dream Life Records

Phone: +44 7802 485432

Email: shane.derozario@sonymusic.com