

ROSS S. MARSHALL

Greater Nashville Area
ross.s.marshall@gmail.com
615-500-2428 (Cell)

LinkedIn: <https://www.linkedin.com/in/rmarshall87/>

Experienced professional who is self-directed, self-motivated and dependable seeking to transition into data analytics/management. Highly creative and experienced in working under tight deadlines and using analytical data/tools to make informed decisions and present information to peers in a relatable manner. Friendly demeanor for providing excellent customer service.

Confident team player who is unafraid to do the “dirty work” and thrives on tackling new challenges. Extensive experience in working with various software packages including Microsoft Office, SQL, Python, Tableau, Power BI, and Google Analytics.

DATA ANALYTICS EXPERIENCE

NASHVILLE SOFTWARE SCHOOL, September 2020 - January 2021

Data Analyst Apprentice

- Intensive program covering data analytics software platforms and analysis tools and visualization software, including Excel, SQL, PowerBI, Tableau, and Python.
 - Used analytical tools and critical thinking to look at real-world data and share findings with various companies to help them make the most informed decisions based on their stated needs and goals.
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PROFESSIONAL EXPERIENCE

191 TOURING, Nashville, TN, September 2017 – August 2019

Director of Touring

- Talent buyer for full-scale, national concert promoter in venues of all sizes across the country (and some Canada) utilizing data-driven decision making alongside proverbial “gut instinct” to drive business decisions.
 - Created offers for shows and interfaced directly with agents in procuring events based on submitted offers. Offers were developed using available research/data including Pollstar box office histories and Google Trends/Analytics to discover “hidden” markets that would be viable for a given artist.
 - Worked directly with agents, managers, labels, and venues to execute unique marketing plans for shows utilizing a range of standard and non-traditional marketing elements, including digital ad spends (Facebook/Instagram, etc.), mailing lists, and other initiatives to increase awareness and drive revenue via ticket sales.
 - Traveled to various markets/venues as promoter representative, advancing all production and other show elements with artist representation, as well as on site needs for artist/representatives and venue.
 - Financially settle shows with venues and artist representatives, ensuring accuracy of expenses incurred and that all parties are paid properly.
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AEG PRESENTS, Nashville, TN, October 2011 – August 2017

Ticketing Manager, March 2012 - August 2017

- Worked with venue box offices to ensure event ticketing was setup properly per confirmed offers and artist needs in order to ensure smooth on sales and maximize marketing initiatives.
- Interfaced with agents, managers, labels, and fan clubs on sensitive show information to further advance sales and meet artist needs in ensuring sold out shows.
- Self-taught in multiple major ticketing systems (Ticketmaster, AXS, Paciolan, Ticketweb, among others).
- Monitored daily ticket count across all shows, using sales data to work with talent buyer and marketing department where necessary to ensure continuing and/or develop. strong sales across the board.
- Created scalings for talent buyers to use in offers.

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- Served as promoter representative at various shows, interfacing with artist and tour manager to ensure day-of-show needs were met with. Financially settled show with artist representation at end of night.

Executive Assistant / Office manager, October 2011 - August 2012

- Administrative support to Regional SVP, Talent Buyer, and other personnel as needed
- Interfaced with agents, managers, labels, and venues on various aspects of events originating out of our office
- Contract administration for all artist and venue agreements for all events out of the office, ensuring terms were consistent with approved offers
- Oversaw day-to-day functions of the office including general office administration, hiring interns, scheduling meetings, and coordinating travel schedules.

EDUCATION AND CREDENTIALS

Data Analytics Boot Camp, Nashville Software School, Nashville, TN - Sept 2020 - January 2021

- Intensive program covering data analytics software platforms and analysis tools and visualization software, including Excel, SQL, PowerBI, Tableau, and Python.
- Used analytical tools and critical thinking to look at real-world data and share findings with various companies to help them make the most informed decisions based on their stated needs and goals.

Bachelor of Business Administration (BBA) in Music Business, Belmont University, Nashville, TN – May 2010

- Selected for prestigious “Belmont East” semester study program in New York City, interning for Vector Management.
- Awarded the J. P. Williams scholarship by the International Entertainment Buyers Association (IEBA) for recognized leadership within music business program.

Professional memberships: CMA, ACM, Americana Music Association, IEBA, SOLID