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Adam Iverson Walter

BIO

Front-end web developer with 5+ years experience in the music industry. Well versed in current design trends and development tools as well as digital marketing tactics. Always working to build on my experience and knowledge of responsive front-end website development.

TOOLS

HTML, CSS, jQuery, Foundation, Git, AWS, Shopify, Wordpress, Squarespace, Photoshop

EXPERIENCE

Yebo Music, New York, NY – *Digital Marketing / Front-End Developer*

2015 – PRESENT

- Design, develop, launch and maintain websites for artist management clients.
- Create promotional graphics for artist social media and websites.
- Maintain Shopify ecommerce website and build special capabilities.
- Code custom Spotify follow buttons.
- Build and blast weekly Yebo Music Newsletter email marketing campaigns.
- Execute Facebook / Instagram ad campaigns to promote artists and tours.

Warner Bros. Records, New York, NY – *A&R Assistant*

2012 – 2014

- Participated in building an internal A&R research website.
- Supported in pitching new artists and their music to label heads at A&R meetings, and discussed potential new signings.
- Lead team of interns in compiling in-depth research on unsigned artists.

Backlash Solutions, New York, NY – *Data Maintenance & Client Support*

2012

- Normalized sales data by scripting import templates for physical and digital sales statements in music business administration software, SR1.
- Worked directly with clients in troubleshooting problems with uploading sales statements into SR1.

EDUCATION

Fordham University, New York, NY – *B.A. Economics, Music Minor*

2008 – 2012