

# BILLY BLUNDELL

## BRANDED ENTERTAINMENT SPECIALIST

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### ABOUT ME



An experienced marketer with a proven history in creating and executing highly-successful integrated marketing initiatives for major corporations to drive agency sales, and increase relevancy in entertainment and pop culture

### EDUCATION



#### BACHELOR OF SCIENCE DEGREE

**Oklahoma State University**  
Multimedia Journalism and Marketing

### WORK EXPERIENCE



ACCOUNT DIRECTOR /  
SR, ACCOUNT MANAGER

#### **United Entertainment Group - Dallas, TX**

- Led Doritos Music platforms Blaze the Beat and 2019 Music Program, which included talent agreements, a digital partnership, music licensing, media buy, content shoots, live event production and UGC promotion/management
- Worked on Doritos 2018 and 2019 Super Bowl commercial talent identification, management and music licensing
- Led Doritos Film platforms with client, 45 global markets, 7 retail partners, agency teams and film studios: Jurassic World: Fallen Kingdom and Spider-Man: Far From Home
- Led Jurassic Doritos and Incognito Doritos, which generated an average of 1.5 billion earned-media impressions
- Led agency integration for Frito-Lay's annual planning process with internal Subject Matter Experts, clients, potential partners, agency partners and finance
- Provided strategic direction within contracts for client's entertainment partnerships
- Led scope of work conversations with clients and grew yearly revenue by nearly 300 percent

ACCOUNT MANAGER

#### **United Entertainment Group - Dallas, TX**

- Executed Doritos Music Bag, which generated more than 1.4 billion earned-media impressions
- Led Doritos Film platform with 30 international markets, 6 retail partners, agency teams and film studios: Guardians of the Galaxy
- Led Pizza Hut Film program with 50 global markets, agency teams and studio: Spiderman Homecoming
- Participated in Frito-Lay's annual planning process with internal Subject Matter Experts, clients, potential partners, agency partners and finance
- Provided strategic direction within contracts for client's entertainment partnerships

JR. ACCOUNT EXECUTIVE

#### **Paramount Pictures / The Levenson Group - Dallas, TX**

- Organized worldwide premieres of Jack Reacher: Never Go Back and Hell or High Water
- Ideated and activated all field promotional events for all Paramount film releases in 8 markets across 5 states
- Managed a team of 15 Brand Ambassadors who held 5-7 local/regional events for each film property
- Worked with National Brand Partners to create co-promotional opportunities

MARKETING/PROMOTIONS  
ASSOCIATE

#### **Broken Bow Music Group - Nashville, TN**

- Assisted Broken Bow, Stoney Creek and Red Bow radio and marketing teams with artist and promotional needs
- Tracked streaming and radio performance of single and albums for inclusion in weekly and summary reports