

Amy Menz

615-934-3858 | AmyMenz2@gmail.com

168 N. Timber Dr. Nashville, TN 37214

Education

Middle Tennessee State University
Murfreesboro, TN
B.S.- Recording Industry
Dec 2012

Skills

Problem-solving abilities
Team collaboration
Goal setting
Interpersonal skills
Brand Awareness

Experience

Adobe Creative Cloud
Photoshop/Premiere
Pro/Lightroom
Canva Graphic Design
Google Analytics
Microsoft Office Suite
Promosuite
Sprout Social
Tweetdeck
Radio Production
Video & Audio Editing
Console

Certification

Eventbrite: Event Marketing
June 2020

Tennessee Titans

Club Fan Services Representative | Nashville, TN

Aug 2016 - Present

- Create a unique experience for guests attending games and shows.
- Establish trust with attendees by building rapport and maintaining open communication.
- Resolve stadium issues for patrons promptly and professionally.

Sony Music Nashville

RCA Specialist, Promotions & Artist Development | Nashville, TN

Apr 2022 - April 2024

- Tracked airplay and chart position weekly and sent reports to artist management teams.
- Coordinated events, including planning logistics, managing budgets, and overseeing execution.
- Collaborated with cross-functional teams to address issues and achieve common goals.
- Managed radio single launches from conception to completion, ensuring timely delivery.
- Provided travel for radio winners, artists, and promotion team for national concerts.

Southern Hobby Distribution

Social Media Manager | Nashville, TN

Feb 2020 - Apr 2022

- Increased shares, saves, and follows by incorporating interesting and informative content.
- Tracked and reported on social media analytics to demonstrate success of each platform, approach, and campaign.
- Monitored social media content to maintain continuity across platforms.
- Oversaw social media asset design to be in line with brand identity.
- Developed social media strategies to increase brand awareness and engagement.
- Maintained E-Commerce website and reported on weekly sales numbers.

Metropolitan Nashville Airport Authority

Front Desk Receptionist | Nashville, TN

Aug 2018 - Feb 2020

- Fielded incoming telephone calls to answer questions, direct callers, and take messages for staff.
- Notified staff of arrivals and upcoming meeting times, maintaining appointment schedules.
- Supported professional appearance of office areas by keeping front desk clean and orderly.
- Managed mailroom operations, ensuring timely distribution of incoming and outgoing mail.

iHeartMedia

Promotions Coordinator | Nashville, TN

Dec 2012 - Apr 2022

- Coordinated promotional events and campaigns to increase brand awareness.
- Innovated experiential promotions to interest, engage and acquire customers at events.
- Conducted post-promotion evaluations, analyzing key performance metrics such as ROI Return on Investment.
- Collaborated with sales and marketing teams to ensure consistency in promotional messaging.