

Derrick J. Colston

Bessemer, AL | 205-567-9244|

[Email](#) | [LinkedIn](#) | [Portfolio](#)

9+ Years in Content Creation | **3+ Years in Strategic Marketing**- Merging culture, creativity, and business to craft innovative strategies and compelling narratives that drive results.

SKILLS

Marketing and Advertising | Content Creation | Microsoft Office Suite | Google Suite | Keynote | Canva | Creative Thinking | Production (FL Studio) | Networking | Collaboration | Data Analysis | Communication & Public Speaking | Leadership | Writing | Production Management | Artist Management | Brand Analysis | Music Arranging | Video Production (CapCut)

EDUCATION

Miles College, Fairfield, AL July 2019 – May 2023

Bachelor of Arts | Concentration: Music Performance
Co-Section Leader in Band, Mr. Miles College Choir,
President's List, & Iota Phi Theta Fraternity Inc. Member

Clark Atlanta University - Atlanta, GA Aug. 2023 – Present

Master's Business Administration | Concentration: Marketing
My HBCU Matters Scholar, NBMBAA Scholar, Clark Atlanta University Choir
Toastmasters, The CAU Panther, Men of CAU

PROFESSIONAL EXPERIENCE

Universal Music Group (1824) – New York, NY Jun. 2024 – Aug. 2024

Commercial Services Intern

- Presented ideas and guests for episodes of 3Point5's "Behind the Business" for their HBCU initiative. Also, developed two segments of "Heard It First" that cater to HBCU audiences.
- Negotiated partnerships, connecting UMG's youth marketing division (1824) with Overtime.
- Curated a detailed list of [Twitch partners](#) and DJs for future collaborations for different events

Mix Me Studios – Atlanta, GA Oct. 2023 – Dec. 2023

Studio Intern

- Collaborated with Cash Flow Productions on instrumental and vocal compositions.
- Learned skills-based production.
- Developed ideas for brand imaging.

JC's World/Exclusively Jabari - Remote Jan. 2015 – Present

Manager

- Increased engagement across all platforms by 91.2% (60 days).
- Created a new music campaign here that garnered 7,600+ (YouTube) views and rising.
- Lifetime views on YouTube currently 660,900+.

The CAU Panther Feb. 2024 – Present

Lifestyle Content Creator

- Shot and edited a video promo for the Panther Fit Center.
- Created a header video for Grammy award winning artist Usher titled "Usher at CAU".
- Captured and edited the video for the BET+ premiere for "Perimeter".

Propel Center – Atlanta, GA June 2023 – Oct. 2023

Artist and Repertoire Representative Intern

- Produced a song and fully recorded video within 3 days.
- Developed a strategic campaign to increase audience engagement and following across all social media platforms.
- Increased artist's (Noori Balai) following by 13.27% on TikTok, in one month.