

JOSEPH ROY

royjose1@msu.edu | 313-442-2767 | www.linkedin.com/in/josephroy1

EDUCATION

Michigan State University | East Lansing, MI
Bachelor of Arts, Media and Information
Concentration: Film & Media Production

December 2023

Grammy GO | Online
Foundations of Promotion & Branding

April 2024

EXPERIENCE

The Recording Academy
Grammy U Ambassador

September 2024 - Present

- Serve as the primary voice for members within the local community, assisting in promoting the GRAMMY U program and increasing engagement.
- Execute social media campaigns and promote upcoming GRAMMY U programs and opportunities.
- Host virtual and in-person presentations to raise awareness of GRAMMY U and encourage membership among emerging creatives and professionals.

Social Media Intern
Stream Live

October 2023 - Present

- Creating marketing strategies for virtual concerts, reaching over 1,000 new users for the app.
- Created over 50 digital assets for various artist as marketing campaigns for each concert.
- Managing social media for Stream Live, engaging with users to increase online presence

Production Assistant
United Masters & Apt 122 | Detroit, MI

June 2023

- Assisting musical talent and audio production by completing a wide range of tasks
- Moving equipment, communicating through multiple departments throughout the production.
- Handling stressful situations by problem solving and taking initiative throughout production.
- Creating Call Sheet for talent.

Marketing Intern
NBC Universal Pictures | East Lansing, MI

August 2020 – May 2023

- Developed on campus movie screenings for all films, bringing in audiences of 200+ students, increasing engagement for the film by giving away movie merch & food.
- I managed 3 social media pages for MSU's NBC Universal Pictures department, engaging with hundreds of students, bringing awareness to upcoming films.
- I ran various campaigns for upcoming films on campus, engaging with over 7,000+ students, enabling us to integrate this tactic into our marketing strategy.