

christine osazuwa

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entrepreneurial endeavors

Always Wanting More: Access, Entitlement and Expectations of Popular Music Bands in the Age of Social Media

Producer & Director – May 2011

Always Wanting More is a documentary film examining the culture of pop rock bands and the fanatic behavior exhibited by their fans. This yearlong project was produced, directed, filmed and narrated by myself, using an undergraduate research grant from The University of Maryland: Baltimore County. This film and accompanying research paper was peer reviewed and presented to an audience of peers and relevant discipline scholars as well as the general public.

Scene Trash Magazine & Promotions

President, Creator & Editor – March 2006 to December 2010

Founded in March 2006, Scene Trash Magazine, Scene Trash Promotions & SceneTrash.com became an intricate part of the East Coast local music scene. Scene Trash Magazine is a print monthly regional magazine featuring local music in the mid-Atlantic region, national acts, and other music related subjects. As president, I conducted most interviews; supervised a staff of over a dozen; designed the magazine layout; coded, designed, and maintained the website and social networking sites; created & distributed promotional tools; handled all company finances, and occasionally coordinated shows and events in the area.

work history

MissionTix

Project Manager

June 2011 to Present

Phone: 410.982.0799

Supervisor: Joe Loverde

Work directly with venues and promoters to ensure that events and concerts are successful. Coordinate street team and social media to generate business and maintain current customers. Responsible for handling customer service calls and emails for both ticket buyers, venues and promoters. Handle on-site event organizing and staffing, including box office organization, will call maintenance and ticket scanning.

Rams Head Live

Marketing Intern

March 2010 to Present

Phone: 410.244.1131

Supervisor: Sarah Sample

While working with fellow interns and Ram's Head employees, I help brand the relatively new 1800 capacity venue in downtown Baltimore that presents national and local acts. Responsibilities include building partnerships with local businesses; brainstorming creative ideas to promote multiple shows per week; and building brand recognition for Pier Six Pavilion, an outdoor venue owned by the company.

CBS Radio

Promotions Assistant

June 2008 to Present

Phone: 410.825.5400

Supervisor: Hal Martin

Work in small teams at events and locations across the Baltimore/Metropolitan area, in order to gain exposure for various CBS Radio stations through banner, tent & sound setup, prize giveaways, and contests.

The Rosen Group

Press Intern

Jan 2011 to Feb 2011

Phone: 410.889.2933

Supervisor: Jean Thompson

Worked with a small team to prepare for a large annual crafts, fine arts and handmade jewelry show held at The Philadelphia Convention Center. Was responsible for preparation of press releases, newsletters, and conducting market research to increase and diversify the event's attendance.

Mission Media

Marketing Associate

Jan 2009 to May 2011

Phone: 410.752.8950

Supervisor: Joe Loverde

Handle street & online marketing for MissionTix.com, an online ticketing service. Help maintain social networking sites, implement guerilla marketing tactics and conduct market research with inclusion of search engine marketing in order to acquire new clients & increase ticket sales.

Task Force Marketing

National Pop/Rock Coordinator

Dec 2010 to April 2011

Phone: 443.869.6491

Supervisor: Frank Johnson

Work directly with clients such as Atlantic Records to create creative marketing campaigns and promotional items for dozens of pop and rock artists. Coordinate street team's online and offline activity in major markets to increase artist exposure, record sales and radio play. Also maintained company website and developed marketing plans.

skills & software capabilities

- Adobe InDesign
- Adobe Premiere
- Adobe Illustrator
- Adobe Dreamweaver
- HTML/CSS
- ASP
- Microsoft Access

education

University of Maryland: Baltimore County

September 2007 – May 2011 (3.18 GPA)

Major: Music Journalism & Entrepreneurship

Marketing Concentration/MBA Preparatory Certificate

Undergraduate Research Grant Scholar

Patapsco High School & Center for the Arts

September 2003 – June 2007 (3.7 GPA)

Vocal Music Concentration