

# KOREY D. LLOYD

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## PROFESSIONAL PROFILE

Executive with extensive experience in communications, media and public relations, marketing, relationship building and cultivation, content creation, art and creative direction, merchandising and logistics. Directly involved in building one of the most successful independent music labels on a domestic and international scale. Additional experience in hospitality and customer-driven successes.

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## EDUCATION

### Doane College – Lincoln / Crete, NE

Graduated with a Bachelor's Degree in Organizational Communications

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## CORE SKILLS

- CORPORATE COMMUNICATIONS
- BRANDING / BRAND DEVELOPMENT
- MARKETING
- COPY AND CONTENT CREATION
- PUBLIC & MEDIA RELATIONS
- PROJECT COORDINATION
- LARGE GROUP PRESENTATION
- CREATIVE DIRECTING
- CLIENT RELATIONS
- RELATIONSHIP BUILDING
- PROBLEM SOLVING
- LEADERSHIP
- MANAGEMENT, TRAINING & COACHING OF 20+ EMPLOYEES
- CHANNEL MARKETING
- EVENT PLANNING & EXECUTION
- PROFICIENT IN MICROSOFT OFFICE SUITE

## RECENT EXPERIENCE

**10/2020-Present**

**Written On Time – Los Angeles, CA (remote)**

**P.R. ASSISTANT**

## RESPONSIBILITIES

- Create impactful and informational press releases for different purposes, representing entertainment artists and/or record labels announcing events, album or song releases or other purposes through multiple media channels.
- Gather information to ensure works are as accurate, up-to-date and relevant as possible.
- Work with minimal information and supervision to create polished press releases for distribution.
- Create finished press releases given quick turnaround times and short deadlines.
- Transcribe interviews to create biographies or for other purposes.

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**1/2008-Present**

**Strange Music, Inc. – Lee's Summit, MO**

**DIRECTOR OF COMMUNICATIONS & MARKETING**

## **ACCOMPLISHMENTS**

- ❖ Started when the company consisted of 4 employees and actively contributed to the growth and expansion of the company to over 50 employees with office facilities in Kansas City and Los Angeles, creating one of the most successful independent record labels in the music industry.
- ❖ Consistently develops strong relationships with 12 recording artists and multiple media outlets, as well as other companies, continually developing and pushing the company's brand and positively representing the company in public forums and spaces.
- ❖ Highly involved in, and creatively contribute to, branding and marketing efforts to help raise the profile of the overall company, globally, with the company and its artists being featured in publications like Billboard Magazine, The Wall Street Journal and Forbes.
- ❖ Oversee the production and distribution of (on average) 13 physical/digital audio (CD) projects and over 500 unique merchandise items annually.
- ❖ Earned Platinum and multiple Gold plaques from the Recording Industry Association of America (RIAA)

## **RESPONSIBILITIES**

- Coordinate communications, marketing and public relations efforts on a local, regional and national scale with multiple format media outlets
- Establish, cultivate and maintain relationships with local, regional and national media outlets such as print, radio, television and digital
- Represent the company in the media, promoting events, responding to media inquiries and speaking publicly / on-camera on behalf of the company
- Create multiple formats of communications content for internal and external distribution
- Oversee artist relations and communications for up to 12 artists
- Lead, create and develop marketing and promotional efforts for up to 13 albums and 4 tours, domestically and internationally, per year
- Oversee creative direction, working with in-house and external graphic designers on over 500 unique merchandise item designs, annually, along with digital assets, print materials, advertising assets and content releases
- Create concepts for merchandising items to be sold direct to consumer and through digital channels
- Execute merchandise efforts from inception to manufacturing, delivery and rollout, domestically and internationally, to ensure product inventory for digital sales and events/tours
- Event planning and execution
- Interview, select candidates, train and coach for employees/employment in multiple departments

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**2005-2007**

**Sprint / Enhanced Wireless – Independence, MO  
STORE MANAGER, SENIOR WIRELESS CONSULTANT**

## **ACCOMPLISHMENTS**

- ❖ Selected as the Nextel ambassador during a merger to learn the Nextel products and services in order to educate, train and coach existing Sprint employees
- ❖ Consistently a top salesperson at my store, regularly exceeding predetermined sales goals and recognized at multiple awards meetings by the VP of Sales for Sprint
- ❖ Transitioned successfully to the store manager role

## **RESPONSIBILITIES**

- Managed store and staff, including scheduling, budgets and sales goals
- Advised existing and potential customers on Sprint products and services
- Provided excellent customer service and troubleshooting
- Maintained sales records, meeting or exceeding sales goals, both individually and as a store
- Coached current employees on sales performances, goals and best practices according to company policies
- Interviewed potential candidates for employment
- Selected, trained and coached new employees

**1997-2005**

**Extensive experience in the hospitality field**

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