

Kimberly Rampersad

krampersad229@gmail.com | linkedin.com/in/kimberlyrampersad | 813-407-8026

EDUCATION

University of Florida - Gainesville, FL

Bachelor of Science in Marketing

May 2018

Universidad Nebrija - Madrid, Spain

UF in Madrid Spanish Language and Culture Immersion Program

January 2017 - May 2017

PROFESSIONAL EXPERIENCE

Warner Music Group - New York, NY

Strategic Marketing Intern - Warner Bros. Records

September 2017 - December 2017

- Created one sheets and concert invites with the aim of attracting interest in companies and clients for partnerships with brands that match the artists' personalities on the label, such as Jason Derulo, Dua Lipa, Bebe Rexha, Majid Jordan, etc.
- Searched for 7-15 existing and new product placement ideas a week for artists' music videos in order to grow outreach
- Sent out weekly brand partnerships newsletters to department and new music emails to over 1000 clients, as well as uploaded new music to programs like Box and Sharp, making sure all music was organized for easy access
- Brainstormed and presented my own ideas for developing artists' (Twin Shadow, ILoveMakonnen, Marteen, THEY.) potential brand partnerships as a semester-long project

The Daily Show with Trevor Noah - New York, NY

Production Intern

September 2017 - December 2017

- Helped with the daily tapings of the show by supporting various departments, including the control room, studio, tape library, audience, and any other office tasks, reaping significant television production experience
- Demonstrated resourcefulness and flexibility to complete several runs and responsibilities based on the show's needs

Back 40 Entertainment - Nashville, TN

Marketing and Branding Intern

May 2017 - August 2017

- Used creative problem solving skills to help research and discover suitable brands for artists such as Lennon and Maisy to partner with, in addition to finding contact information for different companies and entertainment executives
- Maintained and updated artists' social media platforms and websites for the company, while also multi-tasking and applying ingenuity and initiative to keep up with weekly fan interaction and other marketing tactics

Sony Music Entertainment - Tampa, FL

Stache Lifestyle Marketing Rep - RED Music

June 2016 - August 2016

- Produced and executed over 20 marketing campaigns for upcoming artists in order to reach target audiences and grow fan bases by using social media, hand-to-hand marketing and in-store promotions, building communication skills
- Engaged in guerilla marketing by creating promotional events to increase fan knowledge of artists' new music
- Performed stock checks at music retailers around the Tampa area to ensure availability of new releases

LEADERSHIP AND INVOLVEMENT

Reitz Union Board Entertainment - University of Florida

Bands Committee

January 2016 - Present

- Planned, marketed and executed weekly music events on campus that catered to the diverse interests of the community, providing recreation and entertainment to University of Florida students
- Assisted team in organizing, discussing, and formulating ideas for marketing new events and expanding outreach

Swamp Records - University of Florida

Promotions Director

January 2015 - Present

- Built leadership and interpersonal skills by directing a team of over 40 people to execute marketing plans and promote upcoming music events and local artists with the intention of gaining valuable music industry experience
- Promoted Swamp Records' 3 flagship artists and their new music, music videos and upcoming concerts
- Independently operated and managed the Twitter account for the organization, increasing followers and engagement by over 25%, and generating new tweets to further awareness of all Swamp Records affiliations

SKILLS AND AFFILIATIONS

- Spanish-Advanced, Conversational
- Proficient in Microsoft Office Suite, Adobe InDesign and all social media platforms
- Member of UF's International Scholars Program and Alpha Kappa Psi Business Fraternity (Social Media Chair)