

JACOB PILCHER

Marketing Specialist, Event Coordinator, Brand Consultant

Contact
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ABOUT ME

A digital marketing / eCommerce specialist, brand consultant, and event coordinator. Over 5 years professional experience at React Presents, an SFX Entertainment Company specializing in music venue operations, large-scale outdoor events, and ticketing systems.

Strong marketing, creative, and analytical abilities with all current digital platforms, including Google, Facebook, Twitter, YouTube, Instagram, Snapchat, and more. Ample experience identifying KPIs, illustrating success metrics, and creating reports to gauge effectiveness of campaigns. (CPC, ROI, SEM, SEO, Display).

Experienced user of major social publishing, reporting, and listening tools (Adobe Marketing, Facebook Insights, YouTube Insights, Google Analytics, etc.)

EDUCATION

COLUMBIA COLLEGE CHICAGO, CHICAGO, IL

Bachelor of Arts, Graduated 2012
Arts, Entertainment, and Media Management

AWARDS

PROMOTER OF THE YEAR: REACT PRESENTS

Chicago Nightlife Awards (2014)

SKILLS

| | | | | | | | | | |
|----------------------|---|---|---|---|---|---|---|---|---|
| Adobe Photoshop | ● | ● | ● | ● | ● | ● | ● | ● | ○ |
| Adobe Illustrator | ● | ● | ● | ● | ● | ● | ● | ○ | ○ |
| WordPress | ● | ● | ● | ● | ● | ○ | ○ | ○ | ○ |
| Microsoft PowerPoint | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Microsoft Excel | ● | ● | ● | ● | ● | ● | ○ | ○ | ○ |
| Microsoft Word | ● | ● | ● | ● | ● | ● | ● | ● | ● |

EXPERIENCE

BACKROAD GROUP

Founder & Director, 2016 - Present

Digital marketing and social media consultant specializing in tour marketing. Tour manager for nationally touring artists, responsible for advancing production, hospitality, transportation and various logistics.

EXPERIENCE continued

REACT PRESENTS

Marketing Associate & Social Media Director, 2011 - 2016

Collaborate with marketing team on the development, planning, and execution of promotional campaigns across multiple channels. Provide key analytical input to drive sales and improve ROI for large-scale events and music festivals.

Create promotional content calendars, messaging, and collaborate with media team on social media and digital marketing campaigns. Resident social media expert, responsible for overseeing and reporting on all digital campaigns.

Oversee photo and video teams for social media integration related to shows, festivals, and live events. Collaborate with sponsors and brand teams to execute on-site activations.

Event Highlights:

- Spring Awakening Music Festival
- Summer Set Music & Camping Festival
- Mamby on the Beach Music Festival
- Freaky Deaky Halloween Festival
- Reaction New Years Eve Festival
- Official Lollapalooza Aftershows
- Indianapolis 500 Snake Pit
- Mad Decent Block Party

THE MID

Production Coordinator & Stage Manager, 2011 - 2016

Responsible for all aspects of production, including negotiation of technical and hospitality riders, artist relations, transportation, flights, hotels, sound, staging, etc.

Main point of contact between visiting artists, production teams, and the venue. Responsible for production budgets, expense reports, and receipts. Over 300+ successful events.

THE WINDISH AGENCY

Intern, 2012

Assisted with processing of contracts, acquisition of client work visas, ticket counts, and various administrative work.

JAY GOLDBERG EVENTS & ENTERTAINMENT

Production Intern, 2011

Assisted the Director of Events with various production-related tasks, including artist transportation, rider fulfillment, artist relations, site logistics, and more.

1833 EVENTS

Intern, 2010 - 2011

Assisted with online event promotion, distribution of promotional materials, guest lists, and various administrative work.