

# ETHAN WELSH

West Hollywood, CA ♦ (215) 534-1049

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## SUMMARY

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Creative and data-driven marketing professional with a unique blend of technical expertise and artistic vision. Experienced in executing impactful campaigns, leveraging analytics, and applying AI to drive user acquisition and solve complex problems. Thrives in collaborative, fast-paced environments across tech and entertainment industries.

## SKILLS

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**Technical Skills** Google Analytics, Sprout Social, Tableau, APIs, CRM Platforms (Salesforce), Adobe Creative Suite, Final Cut Pro, Machine Learning Fundamentals

**Marketing Expertise** Content Strategy, Data-Driven Campaigns, Social Media Growth, Influencer Partnerships, Viral Content Creation, User Acquisition Strategies

## EXPERIENCE

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**Marketing Representative** Sep 2023 - Present  
Sony Music Entertainment Philadelphia, PA

- Led product marketing campaigns with seamless supply chain coordination and nationwide activations.
- Managed budgets over \$25K, ensuring accountability and smooth execution.
- Boosted campus streaming rates by 35% through data-driven Gen Z-focused campaigns.
- Directed cross-functional projects across social, digital, and grassroots marketing channels.
- Spearheaded negotiations between influencers and brands, fostering strong partnerships and ensuring alignment for measurable success.

**Director of Content Creation** Aug 2023 - Feb 2024  
SoundMind App Startup Los Angeles, CA

- Drove TikTok growth by 9.5x, amplifying app visibility and engagement.
- Streamlined workflows and built automated systems to enhance team efficiency.
- Led a team of five to align creative direction and improve campaign consistency across platforms.

**Digital Marketing Specialist** Apr 2023 - Aug 2023  
SoundMind App Startup Los Angeles, CA

- Increased daily user activity by 4x through data-driven strategies and insights from Sprout Social and Google Analytics.
- Improved SEO and engagement through a blog initiative with copywriters.
- Optimized paid social campaigns with tailored content distinct from organic content.

**Content Creator and Social Media Consultant** Mar 2021 - Ongoing  
Personal Ventures and Consulting Hybrid

- Developed tailored social media strategies for artists and brands, including growing Andrea Bejar's TikTok following by 600x and Instagram following by 150x.
- Built a personal social media presence of 850,000+ followers, collaborating with brands like Mizuno, Topgolf, and Ridge Wallet.
- Produced viral campaigns such as Golf Pride's TikTok series with 30M+ views, driving product awareness and sales.

PROJECTS AND ACHIEVEMENTS

**AI4 North America Conference.** Repeatedly invited as an attendee to the largest AI conference in North America, receiving complimentary passes for personal and professional contributions.

**TikTok Creator Program.** Invited as an early member to the exclusive TikTok Creator Program, receiving a personal liaison, weekly analytic reports, and insights into TikTok’s algorithm through sessions with experts from TikTok and other platforms like YouTube, Instagram, and Snapchat.

**StrauntSavant.** Founded an AI platform enhancing restaurant operations with optimized workflows for allergy safety and guest service. Self-taught API development, retrieval-augmented generation (RAG), and product design to build and deploy the platform.

**Sony Data Dump Initiative.** Directed a nationwide survey of 12,000+ Gen Z respondents, translating complex data into actionable marketing strategies that drove a 20% improvement in campaign precision and were adopted by executive teams.

**Ridge Wallet Campaigns.** Conducted a strategic audit of social media channels, presenting a refreshed approach to brand cohesion and launching campaigns that achieved 5M+ combined views and significantly boosted user engagement.

EDUCATION

<b>Bachelor of Science in the Music Industry</b> Minor in Business Administration.	Drexel University
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<b>Bachelor of Arts in Communications and Media Studies</b> Previously completed as a minor; now pursuing a full bachelor’s degree remotely.	Drexel University
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