



Christine Osazuwa

GLOBAL MUSIC STRATEGY

+ 44 7514485747
+ 1 443-851-0980

christine@christineosazuwa.com
christineosazuwa.com

E1, London, UK

SUMMARY

Music industry exec with 15 years of experience (7 years of management experience) across multiple sectors and regions working to bridge the gap between business & tech through innovative, interdisciplinary, and cross-departmental collaboration.

EXPERIENCE

STRATEGY DIRECTOR

POLLEN (Live Music & Travel VC-Backed Start Up) • 2021 – CURRENT

- Develop global strategy for curated live music experiences.
- Build artist pitch decks for new experiences using qualitative and quantitative insights in addition to industry expertise & cross dept collaboration.
- Create models and frameworks to provide recommendations on investment levels, partner prioritization and risk mitigation across all experiences.
- Collaborate with the strategic finance team in the creation and implementation of P&L (profit and loss) sheets to ensure profitability.
- Supervise and manage a team of 2 strategy managers.

GLOBAL MARKETING DIRECTOR OF DATA & INSIGHTS

WARNER MUSIC GROUP • 2019 – 2021

- Oversee marketing data strategy to identify & break global priority artists by creating benchmarks and KPIs to ensure long-term global artist growth.
- Creating a marketing analytics ecosystem (paid, organic, influencer, audience, sales) to enable 40+ territories to visualize, analyze & assess effectiveness of their marketing strategy.
- Directly supervise one insights manager & guide various global digital teams.
- Co-lead of BAME/POC Employee Resource Group with over 70 members where we developed a peer mentoring and executive reverse mentoring program.

HEAD OF DATA ANALYTICS & INSIGHTS

UNIVERSAL MUSIC GROUP SWEDEN • 2018 – 2019

- Collaborated directly with artists & managers to provide a narrative around their target and prospective fan base.
- By developing a track & album lifecycle model, enabled marketing team to reduce spend per project by 40% by identifying opportunity tracks earlier.
- Built an insights portal with 10 self-service dashboards to provide valuable insights to key stakeholders within the Nordics and world-wide.
- Provided training & guidance to analysts & data scientists globally within UMG in addition to working collaboratively on global projects that shape daily operations.
- Supervised a data engineering consultant & served as a mentor to junior analysts.

FOCUS AREAS

GLOBAL STRATEGY

Using insights and tactics from time spent working in 3 countries and on global teams to develop global strategies.

MARKETING

Experience in regional & global marketing working on social, digital, SEO, offline and email marketing.

ARTIST DEVELOPMENT

Collaborating directly with artists & management on global brand positioning, release strategy and collaboration opportunities.

AUDIENCE DEVELOPMENT

Combining qualitative & quantitative data & trends together to identify audience growth opportunities.

COMMERCIAL & ACCOUNTS

Identify opportunities across various platforms to grow revenue & market share by assessing product effectiveness and trends.

PRESENTING & PUBLIC SPEAKING

Develop and present beautiful, informative, and digestible presentations & visualizations in internal & external events across seniority levels & depts.

Christine Osazuwa

GLOBAL MUSIC STRATEGY

+ 44 7514485747
+ 1 443-851-0980

christine@christineosazuwa.com
christineosazuwa.com

ET, London, UK

ASSISTANT DIRECTOR OF DIGITAL STRATEGY

UNIVERSITY OF MARYLAND (UMBC) • 2014 – 2017

- Redeveloped & managed 12+ websites and developed a data-driven marketing model to target qualified leads from the sites. Resulted in a 21% increase in applications, 29% increase in inquiries and 14% increase in acceptance across 2 years.
- Managed and optimized all digital marketing spend resulting in a 10% decrease in marketing spend while increasing conversions.
- In collaboration with the Marketing Director, managed a \$300K marketing budget across print, radio and digital.
- Supervised a digital specialist and various graduate & undergrad interns.

PRODUCT & OPERATIONS MANAGER

MISSIONTIX (Live Music Ticketing Start Up) • 2011 – 2014

- Managed daily operations for a \$2M annual revenue concert ticketing startup including client onboarding; customer service support; data management; tailoring user experience and developing products for sales and operations.
- Used data to target individual users for beta testing of a loyalty program for concert tickets. Sales among beta testers increased by 15% with 7% referring the program to friends.
- Worked directly with music venues, and artist management to develop and manage fan clubs based around concert tickets as incentives.
- Created a model for large recurring concerts to project overall revenue.
- Supervised a team of 3, in addition to external consultants.

PROJECTS

UK DIRECTOR

SHE SAID.SO • 2021 – CURRENT

Work across the UK shesaid.so chapters in collaboration with other global chapters to create programming, build community, fund raise & provide advisory services to elevate women & gender minorities in music.

FOUNDER

MEASURE OF MUSIC • 2020 – CURRENT

Raised 25K USD for an annual three-day music data conference & hackathon with speakers & judges from music & tech companies such as Spotify, TikTok, Patreon, Soundcloud. Almost 2x growth in 2 year with 1,900+ sign ups.

DIRECTOR

ALWAYS WANTING MORE • 2011

A documentary film examining the culture of pop rock bands and social media radically changed fandom.

EDITOR & PRESIDENT

SCENE TRASH MAGAZINE & PROMOTIONS • 2006-2011

A print monthly regional magazine featuring local music in the US mid-Atlantic region & national acts; promoted & booked shows and managed a street team. Produced 40 magazines & managed a staff of 12.

EDUCATION

MASTERS CERTIFICATE, DATA SCIENCE

UMUC • Adelphi, MD, USA • 2014-15

One-year master's certificate program focused on predictive modeling & business intelligence.

MBA, MARKETING

Loyola Uni. • Baltimore, MD, USA • 2012-14

MBA program that included courses in statistics, market research, legal, finance, ethics, project management, consumer behavior & a work-study trip to Santiago, Chile.

BA, MUSIC BUSINESS & JOURNALISM

UMBC • Baltimore, MD, USA • 2007-11

Created my own curriculum for a 60-credit degree proposal including courses in marketing, music business, law, statistics & management.

TECH SKILLS

DATA ANALYTICS/SCIENCE

Python | SQL | Excel | R | APIs

DATA VISUALIZATION

Tableau | Data Studio | Domo

WEB DEVELOPMENT

HTML | CSS | JS | WordPress | Google Analytics & Tag Manager

LANGUAGES

- English (Native)
- Swedish (Intermediate)
- Spanish (Beginner)