




# Christine Osazuwa

## GLOBAL MUSIC STRATEGY

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## 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

### CHIEF STRATEGY DIRECTOR

SHOOBS (Y-Combinator Event Ticketing & Marketing Start Up) • 2022 – CURRENT

- Identified opportunities for collaborations and partnerships across labels, distributors, artists, venues and other key partners to aid in global expansion.
- Implemented a marketing automation tool and customer data platform (CDP) to provide customized on-site user experiences to increase overall lifetime user value and increase ancillary revenue from clients.
- Developed the customer & client retention strategies to increase the amount of exclusive contracts, repeat listings and repeat purchases.
- Conducted user-research to provide insights to build a product roadmap.

### STRATEGY DIRECTOR

POLLEN (Live Music & Travel VC-Backed Start Up) • 2021 – 2022

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

### GLOBAL MARKETING DIRECTOR OF DATA & INSIGHTS

WARNER MUSIC GROUP • 2019 – 2021

- Oversaw marketing data strategy to identify & break global priority artists by creating benchmarks and KPIs to ensure long-term global artist growth.
- Created a marketing analytics ecosystem (paid, organic, influencer, audience, sales) to enable 40+ territories to visualize, analyze & assess effectiveness of their marketing strategy.
- Directly supervised one insights manager & guided 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.

## 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.

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### 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.
- Supervised a data engineering consultant & mentored junior analysts while also collaborating on global company-wide projects.

### ASSISTANT DIRECTOR OF DIGITAL STRATEGY

UNIVERSITY OF MARYLAND (UMBC) • 2014 – 2017

In conjunction with the Marketing Director, managed a \$300K cross channel budget while developing & maintaining 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.

### PRODUCT & OPERATIONS MANAGER

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

Managed daily operations & supervised a team of 3 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.

## 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)