



Christine Osazuwa

GLOBAL MUSIC STRATEGY

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SUMMARY

C-level music exec and strategic board member 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 OFFICER

[SHOOBS](#) (Y-Combinator Event Ticketing & Marketing Start Up) · 2022 – CURRENT

- Identified opportunities for collaborations and partnerships across labels, distributors, artists, venues increasing ancillary revenue by 52% in one year.
- Developed and implemented a marketing automation and customer retention strategy that led to a 33% uplift in conversion rates and a subsequent rise in lifetime customer value (LTV).
- By developing, pitching and executing a client retention strategy, we achieved a 3x increase in monthly recurring revenue clients, thereby securing more consistent revenue streams.

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

FOUNDER

[MEASURE OF MUSIC](#) · 2020 – CURRENT

Organize an annual three-day music data conference & hackathon with sponsors, speakers & judges from music & tech companies such as Spotify, TikTok, Patreon, Soundcloud. Over the 4 years, raised \$100K+ with over 7K registrations from 90+ countries.

BOARD MEMBER

- [KEYCHANGE U.S.](#) · 2023 – CURRENT
- [LIVE MUSIC INDUSTRY VENUES & ENTERTAINMENT \(LIVE\)](#) · 2023 – CURRENT
- [INDEPENDENT VENUE WEEK \(IVW\) UK](#) · 2023 – CURRENT

Serving on the boards of various US & UK non-profits and associations, I leverage my expertise in music, marketing, diversity & inclusion, analytics, and international perspectives to provide insightful guidance on their financial, operational, and strategic decisions.

DIRECTOR

[ALWAYS WANTING MORE](#) · 2011

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

EDITOR & PRESIDENT

[SCENE TRASH MAGAZINE & PROMOTIONS](#) · 2006-2010

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)