

Jérôme BRUCKER

French citizen

Professional Experience

Paris, France

Brand manager for musicals

- In charge of marketing and communication strategies for the musical Mamma Mia season 2 in Paris at Mogador Theater
- Participation to the launching of the new musical : Sister Act
- Advertising and direct marketing including offline and online campaign strategies, advertising briefings, media planning...
- In charge of medias and brands partnerships and special operations
- Special projects : in charge of Sister Act's music department (coordination of the video shoot, single and album recording and release)
- Special events organization such as Mamma Mia in-store showcases, public promotions...
- Web : community management
- Responsible for the budgets

Paris, France

with an offer of 30 multi-genre radio formats and B to B stations (Coca-Cola Radio, Converse, SNCF...)

Head of Promotion

- In charge of music label relations and artists relations (airplay, interviews, promotion, events...)
- Organize (concerts with 15 to 20 French and international artists on stage broadcasted on Goomradio.com), various artists events, corner at the Midem in Cannes...
- Set up all radios competitions promoted on air + on (and partners websites (over 100 competitions in a year)
- Established and built media partnerships (press, tv's and websites), as well as partnerships with music labels, movie companies, DVD publishers, telecom companies... to promote in France.

Paris, France

Head of radio promotion / Promotions officer for international repertoire

- Head of radio promotion : in charge of airplay (airplay leader for 3 years), artists radio launch strategies, artists events and competitions
- Press officer in charge of pop/teen press, regional press and several TV shows (including national TV networks)
- Radio relations : producing radio edits, promotional megamixes, CD promo covers, TV tracks, radio and TV spots
- Others : producing compilations tracklistings, various press materials and providing translations

⇒ Artists : Madonna, James Blunt, Linkin Park, Muse, Red Hot Chili Peppers, Tracy Chapman, Alanis Morissette, Michael Bublé, Sean Paul, Seal, Jason Mraz, P.Diddy, REM, k.d. lang....

Paris, France

Promotion officer

- Press officer for French and international artists : looking after regional radio stations and regional press

⇒ Artists : Lynda Lemay, Christophe Maé, Véronique Sanson, Serge Lama, breaking new artists...

Paris, France

France, promotion officer

Press attaché for French and international artists : looking after regional radio stations and regional press

Paris, France

France at promotion department

- Participated in the writing, translation and sending of press releases.
- Helped with press review articles selection and was responsible for its diffusion.

Educational Background

Dublin, Ireland and Paris, France

(International Business school, part of the Chamber of Commerce of Paris)

Diploma in communications and marketing

6 months placement in Dublin, Ireland

1997

Baccalauréat, literary track

Paris, France

Personal

Languages: English (fluent) – Spanish (written, spoken, and read)

Music: Involvement in independent promotion projects (Neneh Cherry, Cirkus, Cory Lee, Tiffany, Lena Ka)

Cinema and television: Strong interest in American and European productions (movies, series and tv shows) + currently working on a television series (writing of the scenario, casting)

Travels: Australia, Japan, United States (New York, Florida, California...), Europe, Africa