

Jérôme BRUCKER

March 1, 1978 (age: 34)

French citizen

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Professional Experience

- Since December 2011 **STAGE ENTERTAINMENT** **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
- Dec 09-Jun 11 **GOOM Radio (GO On Media) www.goomradio.com** **Paris, France**
First group of online radio stations – based in France and the US – 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 Goom Radio events: Goom Radio private Shows (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 Goom Radio's website 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 Goom Radio in France.
- 2004-2009 **WEA Music / Warner Music France** **Paris, France**
Head of radio promotion / Promotions officer for international repertoire
- Head of radio promotion : in charge of airplay (WEA 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....
- Sep 00–Jun 04 **Warner Music France** **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...
- Apr 00–Sept 00 **EMI Music France** **Paris, France**
Trainee, promotion officer
Press attaché for French and international artists : looking after regional radio stations and regional press
- May 99-Aug 99 **Barclay / Universal Music France** **Paris, France**
Trainee 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

1997-2000	ACI – Négocia Paris, France (International Business school, part of the Chamber of Commerce of Paris) <i>Diploma in communications and marketing</i> 6 months placement in Dublin, Ireland	Dublin, Ireland and Paris, France
1997	<i>Baccalauréat, literary track</i>	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