



# CHANTEL DEAN

## Brand Strategist & Artist Relations

Motivated Artist Relations Manager and Brand Strategist using both relationship management and operational expertise to create a world class experience for artists to achieve their goals. With over 10 years of experience conceiving, developing and implementing creative visions.

*Telli Dean*

## CONTACT

- ✉ [www.officialtelli.com](http://www.officialtelli.com)
- ☎ +404-213-0586
- 📍 New York, New York

## EXPERTISE

- Artist Relations
- Visual story-telling
- Social Media Marketing
- Merchandising
- Product Development
- Songwriting
- Creative Director
- Marketing Strategy
- Branding

## REFERENCES

Mosart  
HITCO, DIRECTOR OF  
EXECUTIVE DIGITAL  
MARKETING  
(614) 738-3448  
@IAMMOSART

Jason Carbonell  
ROC NATION A&R  
jason@rocnation.com

## WORK EXPERIENCE

### DIGITAL MARKETING EXECUTIVE May - 2021 Hitco Beverly Hills

- Created marketing plans and devised strategic communication approaches.
- Oversaw social media and digital marketing strategy to increase brand exposure and audience engagement.
- Met artist needs and accomplished creative visions by overseeing strategic, focused campaigns.
- Provided direction for a team of art directors.
- Maintained in-depth and current knowledge of emerging industry trends
- Developed engaging marketing and promotional advertisements to generate sales revenue and grow customer base.

### ARTIST RELATIONS INTERN 2019--2021 Roc Nation

- Attended studio sessions in off-hours to support artists and build industry rapport.
- Discussed opportunities with industry connections and advocated for the clients best suited for openings.
- Identified leads on new clients by collaborating with talent scouts and contacting them about potential representation.
- Managed relationships with industry professionals, maintaining positive communication and collaboration.
- Established career goals and success strategies with clients.

## EDUCATION

BACHELOR OF ARTS 2011 - 2016  
AMERICAN MUSICAL & DRAMATIC ACADEMY - Los Angeles  
2012  
High School Diploma  
BALTIMORE SCHOOL FOR THE ARTS-Baltimore MD  
2008