

# Richie Lawrence

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## Summary

Ambitious audiophile with a background in Social media, Digital marketing, Journalism, music curation and nightlife from Miami, FL. Self motivated, team oriented and results driven with effective communication skills.

## Highlights

- Tech savvy
- Creative
- Broad knowledge of diverse international music genres
- tapped into various music subcultures
- capable of executing successful marketing strategies
- effective team management skills
- Finger on the pulse of modern pop culture
- avid Spotify user since 2011

## Experience

### Freelance underground/club DJ 2016-

For the past 2 years I have been honing my music curation skills as a local DJ at various underground and main street bars and clubs in Miami, including 1306 in Downtown Miami. I specialize in mixing a wide variety of genres and providing the crowd with a unique listening experience they did not know they wanted. Over the last year this has opened the door for me to start curating my own events reflecting my unique taste.

### Freelance Writer, [datatransmission.co.uk](http://datatransmission.co.uk) – 2016-2018

At this site I wrote music reviews on current electronic music. The responsibilities include writing SEO ready blogposts, covering local noteworthy electronic music events and reporting on for website, staying up to date on up and coming musical acts and distributing content on various social media platforms.

### Social Media Manager/Digital Media Coordinator, Deauville Beach Resort, Miami Beach,FL – June 2015-August 2016

At this position responsibilities included managing social media accounts, monitoring social media analytics, pitching and executing digital media ad campaigns from start to finish, maintaining the online visual presentation of the hotel on various sites and platforms, coordinating with advertisers for digital marketing content and occasional photography of events and changes within the hotel.

### Freelance Writer/Photographer, [tropicult.com](http://tropicult.com), Miami,FL – 2014-2016

I wrote my own specific segment on tropicult.com for a year, Cult Trends. I photograph and feature streetstyle looks from trendy Miami events, parties and places. It is a exploration of current Miami subculture through photography. I have also created social media content for this site remote leading up to events and on site during events.

Cashier, Publix , Miami,FL – 2014-2016

I took care of customer transactions while providing customer service up to Publix standards. This position included a lot of self motivated tasks and constant high quality customer service skills.

Style Guru Intern, [CollegeFashionista.com](http://CollegeFashionista.com) – June 2014-May 2015

This position was a remote writing/blogging internship with [CollegeFashionista.com](http://CollegeFashionista.com). I created my own weekly content that fit within the guidelines and segments featured on the site. Each week I scouted trendy students on my college campus, photographed them and wrote blogposts discussing relatable style tips and trends related to each student's outfit. The position also entailed an emphasis on gaining social media promotion skills to increase content views.

## Education

Broward College, Davie,FL — Associates Degree

Florida International University, Miami,FL – Communication Arts, Minor in Social Media and E-Marketing Analytics 2012-2019

## Skills

Music curation (10 years), Photography (4 years), Photoshop (3 years), Lightroom (3 years), Microsoft Office (10+ years), Powerpoint (10+ years), Social Media Marketing (4 years), Social Media Management (4 years), Excel (6 years), Written Communication (10+ years), Blogging (5 years), Video Editing (2 years)