

TRAVIS SHAWN HILL

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WORK

Senior Partner Manager, Live Nation TV Network December 2015 - Present

Live Nation Entertainment, New York, NY

- Led team to automate partner financial reporting, invoicing, engagement analytics and asset acquisition, doubling account volume.
- Analyzed previous 12 months of ad revenue data for top artists to maintain a network Rate Card for ad-sales on network content.
- Identified and tracked key performance metrics for artist content from analytics sources (YouTube APIs, Echonest API, Big Champagne, etc.).
- Presented analyses to brands like Honda, Toyota and Pepsi, matching their campaigns with artists fitting their target audience.
- Managed YouTube and SoundCloud properties of 500+ artists, record labels, and major venues and festivals.

Senior Partner Manager

INDMUSIC Inc., New York, NY September 2012 - December 2015 (Acquired by Live Nation Entertainment)

- Audited asset inventory to resolve monetization blockages, ownership conflicts and disputed claims, increasing monetization revenue by over 1200% in the following year.
- Implemented DDEX-compliant XML feed delivery pipeline for asset ingestion into YouTube and SoundCloud Content ID systems, increasing the number of daily ingestions tenfold.
- Instituted industry-compliant metadata best practices for all incoming assets, reducing conflicting and duplicate assets by 90%.
- Managed YouTube channels and SoundCloud accounts of 300+ artists, record labels, and distribution companies.
- Tracked partner communications and marketing with MailChimp, Salesforce, and Insightly.

Assistant Sound Engineer

Signature Sound Studios, San Diego, CA February 2012 - August 2012

- Managed and tracked inventory of studio equipment, to prevent loss or damage.
- Ran tracking and mixing sessions for clients in music and television, on a professional studio console running Pro Tools and Logic.
- Performed regular maintenance on sensitive professional recording equipment.

Freelance Web Developer

Homewood Studios, San Francisco, CA August 2008 - January 2012

- Developed and deployed websites and IT solutions using technologies listed below, for clients in the Pharmaceutical, Healthcare, Marketing, Music and Arts industries.
- Ran all aspects of business, including marketing and client relationships, project management, development and deployment, and client invoicing and payment.
- Serviced clients while travelling around the world, working on organic farms and eco-villages, between 2010-2011.

EDUCATION

Signature Specialization Certification, Data Science with Distinction

Coursera, via Johns Hopkins University, Bloomberg School of Public Health Enrolled October 2015

- Studies include R Programming, Exploratory Data Analysis, Regression Models, and Machine Learning.

B.A. Degree in Economics with a minor in Electronic Music

University of California, Santa Cruz Graduated June 2008

- Studied Economic Theory, Digital Rights and Copyright Law, Marketing Strategy, and Computer Science.

CERTIFICATIONS AND SKILLS

TOOLS AND TECHNOLOGIES

- **Languages/Markup:** Python, R, SQL, XML, JavaScript, HTML, CSS
- **Development Tools:** Github, SFTP/SSH Configuration, Unix/Terminal
- **Project Management:** Agile development, Scrum, SDLC, Salesforce, Asana, Insightly
- **Other Tools:** Adobe Creative Suite, Microsoft Office, Outlook, Google Apps, Mailchimp, Avid Pro Tools, Apple Logic

YOUTUBE CERTIFIED, OCTOBER 2015

- **Audience Development:** Channel Management best practices and strategies
- **Rights Management:** Content ID Rights Administration best practices