

TIMOTHY POULTON

DIGITAL MARKETING / PROJECT MANAGEMENT / BUSINESS DEVELOPMENT



ABOUT ME


Over the last 8 years I have lived and worked in London, Iceland, Barcelona and Tokyo Before heading back to Australia in 2017 my wife.

I'm highly motivated and posses strong leadership skills. I have always strived to work in industries in which I have a passion for. This has led to me focus on a careers in the music industry sna dspecially digital marketing and Festival and event management.

In my free time I design and create bespoke T-Shirts and collecting records and 19th and 20th century english literature books.

CONTACT

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WORK EXPERIENCE

2017 - Present

Reference:
Jon Micallef - Director
jonny@rattlesnakemotel.com
0417 997 153

RATTLESNAKE MOTEL - Director

- Started as a business development consultant in September 2017, after 8 weeks I took a 33% share ownership of business
- In my current role Im responsible for all event production and management, all digital marketing and ad buying, all social media content, creation, scheduling and reporting
- First 8 months increased revenue by over 65%
- 25% revenue growth the following 12 months
- Implemented data collection systems to grow email database by 354% in the first 12 months
- The social media content and marketing strategy I put in place was focused on identifying our customer base, leveraging their interests to increase increase engagement and then capitalising on that to build a large community of loyal patrons
- This strategy increased early trade, return patronage and led to Rattlesnake securing the being voted Gold Coast's #1 Club on the Gold Coast in 2018 by the Gold Coast bulletin

2015 - 2017

Reference:
Joel King - Managing Director
0499 081 116

EVOLVE MEDIA LLC - Digital Integrations Manager

- Responsible for creating and Implementing social media content strategies and activations into website advertising campaigns
- Marketing campaign reporting
- Digital activations used to drive client website and social media engagement
- Negotiated on going marketing campaign deals and social media integrations with a variety of major Australian Festival and Record labels including Big Day Out, Splendour in the Grass, Laneway Festival, Universal Music and Warner.

2013 - 2015

Reference:
Barry Hogan - Founder / Director
barry@atpfestivsl.com

ATP FESTIVAL | ATP RECORDINGS - Digital Marketing Manager

- Responsible for all digital marketing, ad buying, content creation, scheduling and reporting across all ATP Festivals and events including:
Jabberwocky Festival (London, 2013), ATP Iceland (Reykjavik 2013, 2014), ATP Stage Primavera Festival (Barcelona 2013, 2014), ATP Stage Primavera Festival (Portugal 2013, 2014), OFF Festival (Poland 2013) 'Only Lover Left Alive' Film Premiere with Tom Hiddelston & Jim Jarmusch (New York 2013) Glen Friedman Photography Exhibition (London 2014),
- Introduced organic content strategies to increase ticket sales
- Implemented new methods of scheduling social media content to increase ROI and engagement in multiple countries across

2011 - 2013

2008 - 2010

Reference:
Joel King - Founder and Director
0499 081 116

MUSIC FEEDS | MUSICFEEDS.COM.AU - Founding Partner, General Manager

- Integral part of growing Music Feeds to become Australia's biggest independently owned music website
- Growth (Nov 2011 average daily UB: 1,100 / Nov 2013 average daily UB: 25,000)
- Profit (Nov 2011 \$500 - \$1000 per month / Nov 2013 \$8,000 - \$15,000 per month)
- Negotiated news syndication deal with MoshTix.com
- Developed the systems used to produce live streaming content for artist promotions
- Working directly with major labels to create and implement digital and social media marketing campaigns to increase marketing

2010 - 2011

Reference:
Stephen Pavlovic - Labe Founder
0407 365 522

MODULAR RECORDS - Booking Agent

- Booking live acts on the Modular roster including Tame Impala, Ladyhawke, The Avalanches, Van She and Muscles
- Event management, tour routing and coordinating marketing for artist shows in Australia and internationally
- Event management and artist booking for Vivid Live Festival 2011 at Sydney Opera House curated by Stephen Pavlovic

NOTEABLE ACHIEVEMENTS

I've recently started a business in my spare time automating Instagram accounts for DJs and small businesses to increase follower growth and engagement

I conceived and developed a responsive, multi UI DJ Song Request program called Request Control. It's used for collecting data and increasing engagement at businesses who utilise DJ entertainment

I'm a former member of the 'Purple Sneakers DJs'. Touring all major Australian festivals and also releasing two compilation albums through Inertia Records

I've been a guest speaker on various panels for Music NSW and the Australian Institute Of Music on topics relating to digital marketing, artist booking artist development

I was an on air Presenter at FBi 94.5 community radio in Sydney, Australia covering morning and drive time spots