

Ishé Reyes

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- USA Green Card Holder -

EXPERIENCE

International Commercial Partnerships & Streaming Strategy (RCA) / (7 years 10 months)

RCA Records / Sony Music Entertainment, New York

- Multicultural role collaborating with all our affiliates to drive revenue and develop RCA's roster. The staff was comprised of 185-200 executives in over 40 offices globally. Responsible for timing and execution of promotional visibility and retail tactics for US projects across global markets.
- Manage information flow between the label, international marketing, international affiliates, central sales team, release planning, and analytics departments in a highly dynamic industry.
- Accountable for campaign results and regular status updates to the senior executive team.
- Responsible for making sure digital operation executes effectively, efficiently, and on schedule.
- Keep constant track of a diverse array of tracks and find out opportunities using multiple analytic tools.
- Develop international sales strategy for US label releases overseas.
- Maximize opportunities with local DSPs across different regions including MENA and APAC.
- Recent campaigns include SZA, Doja Cat, Chris Brown, Tate McRae, Victoria Monet, Normani, Childish Gambino, P!nk, Foo Fighters, Justin Timberlake, PTX, Becky G and others.
- Collaborated with USL on bilingual projects (Reggaeton, Regional Mexican, Urban, etc).

Digital Marketing.

SONY Music Entertainment México S.A. de C.V.

Marketing Digital Manager (local, international & strategic) / (5 years) January 2011 - June 2016

- Created and led a team of digital specialists capable of managing their own roster from the studio to post launch stage (95% retention rate).
- Fluent use of analytics to understand the market & trends.
- Created digital Strategies for local acts from scratch covering branding to recording into release date.
- Followed-up strategies coming from international repertoire owners along with our local team.
- Collaborated with Commercial partners-teams, including streaming platforms, to find opportunities to crossover efforts.
- Provided training and update assessments for artists, management agencies, and crews involved with our industry. Education and socializing technologies were key components of this role.
- Coordinated live-streaming sessions to amplify local success stories.

- Found 2nd screen/media opportunities with Promotion (traditional media) and Retail teams.
- Maximized social media networks and resources in different areas, such as generating branding, increasing engagement, blasting information, offering benefits, interacting with final consumers, and finding opportunity areas.
- Content creation for websites.
- Briefed online advertising campaigns with agencies.
- CRM and mailing lists management.

Product Management.

International Marketing Manager / (5 years) January 2006 - January 2011

- Development of English-speaking projects from international markets in Mexico. I had the chance to be involved with superstars' projects and marketing strategies for Michael Jackson, AC/DC, Beyoncé, Foo Fighters, Britney Spears, Christina Aguilera, Avril Lavigne, Il Divo, The Strokes, and Kings of Leon, among others.
- Mass media & new digital scenarios.
- Alondra de la Parra (classical album project), first and only Classical album to reach Platinum status in México.

International Marketing Coordinator / (1 year 4 months) August 2004 - January 2006

- Coordinated internal manufacturing process; assisted with promotion and advertising (traditional media) and non-traditional (lifestyle).

STUDIES

Post-graduate studies in Music and Entertainment Industry

Anáhuac Norte – ADIME (June 2013). Honors. GPA 10 (scale of 10)
Music, live Entertainment and Alternative use of Music

Communication, Organizational pre-specialty.

Facultad de Estudios Superiores Acatlán. Universidad Nacional Autónoma de México (UNAM).
GPA 9.1 (scale of 10)

VARIOUS

Data Analytics. Brainstation. Certificate. (Jan-March 2024).

Languages: Spanish (Native), English (Fluent), Portuguese (Intermediate)

Interests: Fitness, Nutrition, Mindfulness, Human Development, Fine Arts, Photography, Literature