

RICHARD LARTEY

CONTACT

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PROFILE

I am a young professional working in the label services sector of the music industry. Over the years I have built up extensive knowledge of the modern-day music landscape and forged solid relationships with key contacts at digital retail and streaming platforms.

In addition to my work in the music industry I have experience in television production and event management.

EDUCATION

Ravensbourne University

September 2010 – June 2012

BA (Hons) Content

Development and Production

SKILLS

- Apple Music Connect
- Spotify for Artists
- Apple Music for Artists
- Chartmetric
- YouTube Content ID/CMS
- Deezer Backstage
- Final Cut Pro
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere Pro
- HTML
- CSS
- XML
- WordPress
- Google Forms
- Google Sheets / Excel

INFO

- Clean full UK driving licence
- YouTube Music Rights Management Certification.
- YouTube Music Certification.

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CURRENT ROLE

Absolute Label Services: Head of Digital Operations

September 2014 - Present My role at Absolute Label Services sees me managing Absolute's digital department.

Key responsibilities include:

- Day-to-day management of Absolute's digital team.
- Maintaining relationships with key label clients.
- Managing Absolute's relationships with digital retailers and streaming services, plus attending in-person and virtual listening sessions.
- Attending label acquisition meetings.
- Negotiating direct licensing agreements and managing deals negotiated by Merlin.
- Informing label managers on streaming and download strategy and industry trends.
- Overseeing Absolute's playlist pitching and retail marketing strategy.
- Building and maintaining Absolute's client-facing pitching system and pitch tracker.
- Managing absolute's client newsletter and blog.
- Monitoring monthly revenue and using analytics platforms to identify trends.
- Maintaining compliancy with key digital partners.

Previous roles: Digital Intern (2014-2015), Digital Marketing Coordinator (2015-2018), Digital Retail Marketing Manager (2018-2020), Digital Operations Manager (2020-2021).

CAREER HISTORY (by date started)

Festival Republic: Ticketing Team

September 2018 & July 2019 I was part of the ticketing team at The BBC's Radio 2 in Hyde Park event (2018), and Wireless Festival (2019) responsible for checking attendee tickets, wristbands, and passes on the gateline.

Thames TV: The X Factor Production Runner

May 2017 - July 2017 I supported the production of The X Factor series 14 (2017) as a production runner over the following dates: The O2 - Open auditions, Thorpe Park - Judges auditions, The SSE Arena Wembley - Bootcamp, plus a number of A&R days at the FremantleMedia/Thames TV office.

BBC: Flog It! Production Runner

July 2014 & August 2014 I worked as a runner at valuation and auction events for The BBC's Flog It! in Kent. Duties included supporting the roaming camera team, looking after members of the public, transporting antiques to the wrapping room and providing refreshments for the team.

Applause Store: Audience Manager

May 2014 - December 2015 I worked as an Audience Manager at Applause Store providing audiences for some of the UK's most popular TV shows including Big Brother, Ant & Dec's Saturday Night Takeaway, and The X Factor. My role involved ensuring audiences were brought safely onto set when requested by production and dealing with audience members who arrived after capacity had been reached.

Telefónica | O2: Web Manager & Social Media Assistant

May 2013 - September 2013 I worked on the content and outreach team for Campus Party - a 'Glastonbury for geeks' which took place at The O2 Arena in September 2013. I managed the event's web content and assisted the social media response team.

Olympic Broadcasting Services: Liaison Officer

July 2012 - August 2012 Over the course of the London 2012 Olympic Games I worked as a broadcast liaison officer at the Aquatics and Diving Centre. I provided assistance to broadcasters from across the world and escorted athletes through the media mixed zone.

Ogilvy: Social Media Team

June 2012 I was involved in the British Airways #HomeAdvantage Olympic advertising campaign where customers were asked not to fly, but instead support Team GB at the London 2012 Olympic Games. I responded to customer queries about the campaign via the British Airways Twitter account.