Ierome Fitts - Curriculum Vitae (Resume')

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SocialMedia: <u>Twitter/jeromefitts</u> <u>Facebook.com/jeromebofitts</u>

Nationality: Irish/American

Currently: Senior Marketing Partner at BCBF Media Group

<u>www.crownnofficial.com</u> <u>www.worthjourney.com</u> <u>www.bcbfme</u>dia.com

Professional Experience

2011- Current

BCBF Media Group

*Senior partner and Head of Marketing and Promotion. Constructed the conglomerate of BCBF Media with the integration of Crownn Records, Bofi Clothing, The Worthwhile Journal/WorthJourney and Rodos Films/Sebo Films.

*Active Journalist and associate Editor for The Worthwhile Journal /WorthJourney while contributing to 15 various publications in Music, Fashion, Sport and Film.

*Controls and monitor media law and digital rights while brokering the various promotional and joint venture deals within BCBF Media.

1998- to Current

<u>Crownn Recording Group- (General Manager World-Wide)</u>

http://www.bcbfmedia.com/crownn-recordscrownn-sounds/

*Responsible for Crownn world-wide distribution net work with Cargo Records (America), Proper Distribution (U.K.), and Groove Attack (Germany, Austria, Switzerland)

*Responsible for meeting budgetary and sales targets through motivating and developing staff, consistently achieving and surpassing Key Performance Indicators.

*Responsible for the releasing and distribution of 71 complete full length albums world wide.

- *Monitoring and controlling label compliance in all areas, including artist and A & R care, effective planning, staff training and development, organization and time management
- *Managing record release coordination via network partners in London, Tokyo, Sydney.
- * Brokered and secured the active distribution deal with Proper Distribution-London

^{*}Created Crownn Recording Group in Dublin Ireland 1998.

International Affairs Officer for Cargo Record Distribution (2004-2005)

* Securing independent record labels for international distribution via Cargo Records *Reporting to the Managing Director of Cargo Distribution in relation to export sales and independent record releases and sale potential.

Developing a sales approach for territorial sales team training program to be used in all stores, in line with customer service strategy.

Education

High School: Pinson Valley High School (1985)

College: Northwest Missouri State University (B.A. Marketing)

Post Grad: (1995-1998) Dublin City University – Pre Law

(2011-2014) Full Sail University- (B.S.) Sports Marketing and Media (2014-2016) Full Sail University- (M.A.) New Media Journalism

IT & Language Skills

Computer Skills: MS-Office, MS-Outlook, MS-Access, People Soft, Internet

Languages: German (secondary), Gaelic, fluent English, secondary Italian and

Spanish

Brief Work Credentials (Social Proof):

Crownn Records:

http://www.propermusic.com/label/CROWNN-419

The Worthwhile Journal/WorthJourney

- Blog

https://worthjourney.com/ (197K Followers) https://worthjourney.com/mediavideo/

- Magazine

http://issuu.com/alittlelive/docs/the worthwhile journal vol. 6

Cargo Records:

http://www.musikmarkt.de/Aktuell/News/Cargo-Records-Germany-vertreibt-Crownn-Recording-Group-exklusiv

Notable Publications:

Sports Publication:

http://www.futurestars.uk.com/interviews-trey-burke--michigan-march-madness.html

Music:

https://worthjourney.com/2017/02/28/koyo-tetrachromat-single-review/https://worthjourney.com/2017/05/26/the-lost-kingdom-single-review-koyo/https://worthjourney.com/2017/09/17/eyecue-immediate-press-release/

CERTIFICATIONS:



BACHELOR OF SCIENCE DEGREE

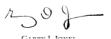
Having completed the studies and satisfied the requirements prescribed by the faculty of Full Sail University

JEROME FITTS

is hereby awarded the diploma in the

SPORTS MARKETING AND MEDIA DEGREE PROGRAM

GIVEN THIS 6TH DAY OF FEBRUARY, 2015









Master of Arts Degree

Having completed the studies and satisfied the requirements prescribed by the faculty of Full Sail University

JEROME FITTS

is hereby awarded the diploma in the

New Media Journalism Degree Program

GIVEN THIS 2ND DAY OF SEPTEMBER, 2016

GARRY L JONES PRESIDENT

ISIS JONES CIO/EXECUTIVE DIRECTOR OF EDUCATION

