



Derrick "Joe Major" Hughes

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Introduction

I love connecting brands to audiences and helping create more revenue for my clients. I have worked for many years in the entertainment space to craft my personality and engage with the community. I am looking to leverage my significant social media presence along with my event logistics and marketing experience to help clients create profitable and engaging campaigns.

Experience

RADIO PERSONALITY & PROMOTIONS TECH – IHEART MEDIA / 101.1 THE BEAT – NASHVILLE, TN 2015-PRESENT

During my time at 101.1 The Beat I was an on-air personality. I was responsible for creating live daily segments as well as covering several recurring and regular on-air shifts. I had to source content for the on-air segments as well as creating online content. In addition I co-hosted with several of the other on-air personalities. I would also represent the station at different events throughout the greater Nashville area. We would setup the physical marketing displays (tent, table, etc.), hand out promotional items, plan logistics, and communicate with the community about the station.

EVENT HOSTING & MARKETING – 2010-PRESENT

I have been employed by clients to host, plan, and execute several noteworthy events including "Grill & Chill", TSU Homecoming Concerts, and more. Some of the skills I was employed to utilize include crafting marketing materials, planning event logistics, recruiting and leading promotional teams, finding talent, and constructing a promotional schedule.

SOCIAL MEDIA INFLUENCER – 2010-PRESENT

I was responsible for brand awareness, driving sales, and attention. I was employed to manage client social media accounts to directly increase interaction and engagement. I was also responsible for marketing and promotion of products/services provided by clients on my own social media as well as theirs. I used my extensive network of social influencers to reach thousands of local consumers. I currently have over 45,000 followers across the various social platforms and countless influencers that I can reach out directly to within my network to amplify that audience.

Skills

Marketing, Social Media Influencer, Event Logistics, Event Talent Acquisition, Event & Brand Promotion, Hosting, Content Creation, Event Planning

References

- Will Bridges | CEO AdvocateWare/Emoji Out | (615) 944-8853 | willbridges@gmail.com
- Tom Melchior | Senior Manager/Culture Marketing Red Bull | (615) 589-5083 | tom.Melchior@redbull.com
- Eric Holt | CEO Lovenoise Entertainment Group/Belmont Professor | (615) 615-668-4529 | eholt@chiminus.com