

Richard Varrasso - resume 2024 - music

Cultural Fit. I create culture and can prove it. I've been around the circle and constantly stay relevant to new generation desires. I easily match all your criteria and can manage any executive role. I'm unique and tend to be a huge asset to any team.

Marketing Expert. Digital business leader with a proven track record of driving results. Skilled in the development of new Artists and associated marketing solutions. Highly regarded for ability to problem-solve and execute in complex, fast-moving environments, consistently exceeding operating plans and goals.

Specialties: General Management | Event and Media Strategy | Business Development A&R | Live Productions | Location Based Marketing | Strategic Communications | Product Development | Social Management | Big Data Analytics | SaaS Platforms | Advanced Broadcasting | DIY Music Strategy | Cloud Based Technology | Mobile & Online Advertising | IR Communication | Trade Shows | Record Label Management | Team Player

General Manager, A&R / D7 Sounds LLC / Aug 2015 - 2020 - Copperopolis, CA
Marketing and managing celebrity recording artists, celebrity broadcasters, internet radio stations and record label administration. Bringing entertainment to cloud platforms through Radiojar, Facebook and other digital stages. Inbound and outbound sales and promotion strategies for all marketing aspects internationally. Trade show representation and C-level business development meetings and presentations rounds out day to day marketing strategies necessary for continued revenue growth. A&R for new Artists. Next releases: Eddie Money / Vince Gill duet, Leilani Hollywood with Narada Michael Walden.

Music Curator / Empirestreaming.com / Sep 2016 - Oct 2016 · 2 mos - telecommute
Contract assignment for raising Holiday internet radio stations awareness around Empire Streaming's platform. Holiday stations are very popular at Live365. Campaign including research for leads and contact information, email outreach, sales process, follow-up and customer service. National holiday music curation for Artists and broadcasters.

Field Marketing Manager, Event Production / Got Live Entertainment - 2016 Pleasanton, CA
Working as a promoter and Brand ambassador for the concert series "Day On The Green". Field Marketing includes print collateral distribution through street teams, radio audio sourcing and spot placement. Press releases and media engagement with major TV stations and radio networks. Event calendar exposure. Media appearances. Red Carpet public relation engagement. Celebrity hospitality and green room services. Day of show logistics, production and labor force direction. After show marketing analytics and post budget analysis for future event modeling. Public appearances and speaking representing the Brand and the specific events. Talent buying and logistics with Labels.

A&R / Record Producer / Beserkley Records - 1980 - 1999 Berkeley, CA

My legendary role at Beserkley Records as a record producer also dealing in A&R, marketing and tour management for SF Bay Area bands including Greg Kihn, Montrose, Eddie Money, Journey and more. Measured results and legendary legacy follows me with these accomplishments. Associations with WEA, A&M, EMI, Curb and other labels in this time.

Marketing Executive / Live365 - Sep 2014 - Aug 2015 · 1 yr - Foster City

Company was in the Metro Tower in Foster City California. It is now defunct as of Dec. 2015 Executive responsibilities included celebrity radio show production, station imaging, audio and visual creatives, catalog curation & metadata; Marketing segments included demand generation life cycle, user strategies, tactical planning, horizontal demand implementation, vertical collateral, benchmark criteria. Mass email campaigns, outside promotion extensions and partnerships, trade show and special event management. Primary media appearances. Trade show and event logistics. Sales Force CRM- certifications for administration,

Director of Media Services / Famous Hits Live - Nov 2013 - present

San Francisco Bay Area / World wide station

Programming an internet radio broadcast for FamousHitsLive.com on the Live365 radio network. This show is primarily from the San Francisco bay area in California. Media services included station imaging, advertising sales, sponsorship negotiations, business development, marketing and communications. Marketing strategies lead to secured sponsorship agreements that sustain fiscal responsibilities. Legendary radio broadcaster and record producer.

General Manager Operations / Big 7 Entertainment Inc - 2006 - 2010 · Santa Clara, CA

Big 7 Entertainment, Inc was the mother company of California state lottery winner, Dennis Sanfilippo from Santa Clara, California. We produced records for our label in Nashville, promoted live concert tours, and managed the Lake Tulloch Resort on the famous lake in the motherlode country of Calaveras county. I was the Label Head, A&R, record producer, CEO.

Senior Event Management / Big Cheese Entertainment- 2002 - 2004

San Francisco, CA

At Big Cheese we managed and booked several major bay area artists including Greg Kihn. We planned events, concerts, trade shows, meetings and seminars. We produced music records, radio spot ads, concepts and artwork. We worked with proprietary logistics, budget and expense analysis, and tour coordination. World class tours, worldwide.

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January 11, 2024

I hope my resume finds you well. You may also search me on Google to find my LinkedIn business profile, my facebook profile and other information.

I am a legendary record executive that has displayed proven results within the Music Industry. I've worked with the biggest names, accomplished amazing results, and have grand work ethics that exemplify a pure professionalism. I've been around the world, played many venues, followed the plight of the record business and broadcast industry. I've worked the radio stations for airplay and chart positions. I've broke many headliners with known names.

I am exactly what you are looking for AND I have a window of opportunity open to entertain a new position to move forward. A personal interview will allow you to gain a broader look at my diverse talents and abilities to perform to your highest standards.

Kindly take the time for an interview and move me to the next step. This is a win/win situation for both parties. It may be a glorious reason why we crossed paths!

Thank you,

Richard Varrasso
Cell 510-676-4358