
CHINA RAYNER

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MARKETING EXECUTIVE

16 Years of Proven Success in Promotions, Packaging, Branding and Developing Household Names

Award winning and creative Marketing and Promotions Specialist with a verifiable track record for generating compelling campaigns which ignite revenue; boosting sales to unprecedented numbers as evidenced by a successful career in the music industry. Able to identify profit growth areas and develop cohesive teams to capitalize on opportunities and reach organizational goals. Areas of expertise include:

Targeted Marketing * Presentation & Closing Skills * Project Management * Consumer Spending Trends
* New Product Launching * Staff Management * Promotional Tour & Event Planning
Team Training & Development * Sales Analysis

HIGHLIGHTS OF CAREER EXPERIENCE

Universal Music Group & RCA Records

- Served as Regional Promotions Manager and successfully directed marketing campaigns for youth-focused brands such as Miley Cyrus, SZA, Julia Michaels and Khalid; essentially supporting Universal's go-to-market strategy.
- Generated a significant amount of airplay and heavy rotation, by developing strong relationships with key directors and decision makers at 30 mainstream and crossover radio stations across the Southeastern US.
- Contributed to Khalid's sales of more than 1.5 million albums immediately after release date.
- Played a key role in generating SZA's worldwide exposure and Julia Michaels' crossover appeal propelling this artist to a household name.

Warner Bros. Records

- Spearheaded V-103's Soul Session promotional party for Dani Leigh's new album release which boosted download sales to 100,000-150,000; debuting in the top 10 during the first week.
 - Performed heavy new artist development as a Marketing & Promotions Specialist with listening sessions, parties and special live performances in the major Atlanta market of Georgia, Alabama and Florida.
 - Promoted Muse's single "Dig Down" by distributing customized CDs featuring Muse on backpacks to numerous radio station program directors. Also garnered media exposure through cocktail receptions, listening party invitations and trip giveaway incentives.
 - Secured an unprecedented amount of airplay for Selena Gomez's "Same Old Love" resulting in record-breaking sales and a vacation to Italy.
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SELECTED AWARDS

Achieved gold and platinum plaques for contributing to a million plus in sales for the following artists:

- Rihanna: 2012-2017
- Beyoncé (solo career): 2009 – 20010
- Taylor Swift (country): 2007 – 2008
- Ruben Studdard: 2004 – 2005

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Additional Plaques and Awards

- The Sony Music/BMG Entertainment, Inc., Southeast Branch of Atlanta Contribution to the “Distributor of the Year” awards. Received awards for outstanding achievements in sales, promotions, marketing and merchandising from 1997 – 2002.
- Atlanta’s Annual Million Dollar Music Conference awards.
- National Promotions Director, Sony Urban Music Department at Epic Records: 2001.
- Promotions Executive of the Year, Black Radio Exclusive Magazine: 2001.

EMPLOYMENT HISTORY

RCA Records <i>Independent Regional Promotions Manager</i>	2008 – 2017
Universal Music Group <i>National Director, Urban Promotions</i>	2002 – 2008
<i>Marketing & Promotions Specialist</i>	2004 – 2008
	2003 – 2004
Warner Bros. Records <i>Marketing Assistant</i>	2002 -2003

EDUCATION

University of California, Los Angeles (UCLA)
Achieved 13 hours towards Masters degree in Marketing
University of Miami: FL
Bachelor of Business Administration