

J.P. (JOHN PATRICK) MCSHANE

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EXPERIENCE

Business & Marketing Manager – Maestro Classics, div. of Simon & Simon

Jan. 2015 – Present

New York, New York

maestroclassics.com

- Manage strategic and day-to-day operations of a classical and children's record label that records with the London Philharmonic Orchestra at Abbey Road Studio and Henry Wood Hall.
- Increase sales on Amazon.com (using Amazon Marketing Services, Amazon Brands, and Amazon Advantage) by over 1,000% generating \$280,000+ in revenue
- Design, build, and develop a new website producing over \$235,000 from physical and digital B2C sales
- Generate over \$100,000 in additional revenue by identifying niche online marketplaces to list, market, and sell digital and physical products
- Create and develop the Maestro Classics Affiliate Program generating over \$40,000 in referral sales
- Develop the Maestro Classics 12 CD box set product which reached #5 on Billboard's classical budget/midline chart
- Advertise on podcasts including *The Classical Classroom* (affiliates with NPR, Houston Public Media, and KING FM Seattle), *The Met Opera Podcast*, *A Delectable Education*, and others. Identify podcast advertising opportunities, negotiate contracts, create advertising copy and sales campaigns
- Produce blog and website content using on-page and off-page SEO to achieve first-page search results on Google for high-value keywords; e.g. "peter and the wolf", "classical music education", "homeschool music curriculum", and more
- Establish and maintain wholesale accounts with libraries, charter schools, museums, educational companies, and brick-and-mortar retailers including the Carnegie Hall Gift Shop, New York City Ballet, Boston Ballet, The L.A. Phil Store, The Juilliard Store, Guggenheim Museum Store, The Met Opera Shop and others
- Responsibilities include website design and development, e-commerce, lead generation, organic and paid social media marketing, email marketing, affiliate marketing, content creation, podcast advertising, SEO and SEM, analytics and reporting, inventory management, physical and digital distribution, sales (B2B & B2C), licensing & publishing, business administration, bookkeeping, and customer service

Freelance Digital Marketing & Social Media Consultant – various clients

Jan. 2017 – Nov. 2018

New York, New York

- *Nevermore, the Off-Broadway production*: nevermoreshow.com Digital marketing consultant for increasing CD & MP3 sales by coordinating Amazon marketing campaigns with Broadway Records and Alliance Entertainment. Created print & digital marketing campaigns for production companies licensing the show from Playscripts Inc. Edit and repurpose content for YouTube, Facebook, and email marketing campaigns
- *JetPack Aviation*: jetpackaviation.com Social media consultant for 30-day campaign to increase social media followers and video views. Obtained an additional 300,000 organic views on "The World's Only Jetpack Flies New York" video in 30 days, which totaled to 2.3 million views on YouTube
- *Rube Goldberg Inc.*: rubegoldberg.com Social media manager for the 30th annual Rube Goldberg Machine Contest sponsored by General Mills at the Museum of Science and Industry Chicago. Live-streamed the event and created a real-time social media display for contestants
- *Burnett Thompson, Jazz Pianist*: pianojazz.com Facebook ads manager for the "Autumn in Yunnan" project, which raised over \$10,000 on Kickstarter. Managed a publicity campaign to promote the CD release show at Mezzrow Jazz Club featuring bassist Alex Blake

Marketing Intern – Maestro Classics div. of Simon & Simon

Aug. 2014 – Dec. 2014

New York, New York

TEACHING

Guitar Faculty - The New York Conservatory of Music

Sept. 2014 – Present

New York, New York

nyconservatoryofmusic.org

- Teach undergraduate students at Marymount Manhattan College who enroll in lessons for college credit

Freelance Guitar Teacher – various schools

Nov. 2013 – Aug. 2017

Greater New York City Area

- Clients include Melody Time Music Center, Amadeus Music School, The Fort Lee School of Music, and Verdi Music Academy

Preschool Music Teacher – Books & Rattles, Inc.

Jan. 2014 – Jan. 2015

Elmhurst, New York

booksandrattlespreschools.com

- Create original lesson plans for children ages 3-5
- Teach over 200 children a week

EDUCATION

Professional Studies Diploma in Digital Marketing – New York University (2018)

Master of Music – The New School (2013)

Bachelor of Music– University of California, Santa Cruz (2010)

HONORS & AWARDS

Juried Solo Recital Winner, 2012 NYC Regional Symposium – Guitar Foundation of America

Eagle Scout, 2005 – The Boy Scouts of America