

VALERIE DeLONG

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Los Angeles/New York

SENIOR PROMOTION EXECUTIVE

RADIO PROMOTION • VIDEO PROMOTION •
RECORD LABEL AND COMPANY CONSULTING
LABEL RELATIONS

Spending 20 years working for the largest music companies in the industry has established my reputation within business as one of the most sought after consultant and promotion executives. Having started two companies from the ground level, Enclave (EMI) and LAVA (Atlantic Records/Warner Music Group) has allowed me to garner experience and vision for finding a niche for artists within a very competitive industry. Majors and independently owned companies employ MOXY'S services to compliment their existing staffs and to consult with CEO's and Presidents on the artists they represent.

CORE COMPETENCIES

- Forming Strategic Alliances ·
Leadership
- Sales
- Presentation ·
Management ·
Promotion
- Relationships
- Forging Music Alliances

PROFESSIONAL EXPERIENCE

***MOXY ENTERTAINMENT-** Los Angeles, California 2006-Present

Chief Executive Officer

In March of 2006, with over 25 years of combined experience, founded MOXY ENTERTAINMENT in Los Angeles. The company provides a multitude of services to music-based companies, including consulting services (radio and video promotion, quarterbacking of projects for independent labels, as well as assistance in launching artist projects and independently owned labels and entertainment companies

Key Achievements: Consultant to Keifer Sutherland's company Ironworks, VH1, MTV TRL Appearances, Starbucks, "You Outta Know Campaigns". Working with: Sony, Warner Bros., Columbia Records, Universal/Republic, Capitol Music Group. Also was the consultant for Cash Money Records for 9 months

***Open E Entertainment-** Los Angeles, CA. 2013-2015

President

Responsible for structuring the record label and the coordination of all artists marketing releases.

Key Achievements: Sold a pilot which will eventually debut in 2016 for Billy Ray Cyrus on CMT (Country Music Television). Coordinated the release of an original pilot for Steel Panther and Lionsgate/Rogue Atlas. Expanded Steel Panther's audience into late night TV – Jimmy Kimmel, etc.

***Universal/Motown Records Group-** Los Angeles, CA 2002-2006

Senior Vice President of Radio and Video Promotion

Responsible for radio and video promotion for Universal/Motown Records Group which included radio releases to Top 40, Crossover, Hot A/C, Rock, Alternative, and AAA, as well as video releases at MTV, VH1, and FUSE. Managed staff of twenty on National and Regional levels. Coordinated all touring aspects, including promo tours, radio interviews, and artist relations.

Key Achievements: Successfully worked with numerous artists including: Taylor Swift, Stevie Wonder, Colbie Caillat, Jack Johnson, Godsmack, Elton John, Bee Gees, Lindsay Lohan, Cash Money, Lil Wayne, Brian McKnight, Nelly, Aliyah, and 3DD whose works achieved gold and multi-platinum status.

Voted Outstanding/Top Vice-President of Promotion for three consecutive years by "R&R Magazine." Nominated an additional three times.

***Universal Music Records Group-** Los Angeles, CA
Senior Vice President of Crossover

1999-2002

Responsible for radio promotion for Crossover and Rhythm artists at Universal/Motown Music Records Group. Coordinated all touring aspects, including promo tours, radio interviews, and artist relations. Scheduled and coordinated record release dates and coordinated mixes.

Key Achievements: *Hired by Doug Morris, Chairman of Universal Music Group to launch the company's Crossover division in New York, NY. Artist achieving success from this endeavor include Nelly, Master P, Brian McKnight, Cash Money, India Arie, Erykah Badu, JoJo, Lil Wayne, and Birdman.*

***Enclave/EMI-** New York, NY
Senior Vice President of Promotion

1989-1999

Responsible for radio promotion for Pop/Rock/Indy Rock artists at Enclave and EMI. Coordinated all touring aspects, including promo tours, radio interviews, and artist relations. Scheduled record release dates and coordinated mixes.

Key Achievements: Started a new company from ground level. Hired staff, presented label to the music industry, and demonstrated success in the first year. Garnered success for artists such as World Party and Belle & Sebastian.

***Lava Records/WMG-** New York, NY
Senior Vice President of Promotion

1996-1998

Responsible for radio promotion (all formats) for artists at Lava Records.

Key Achievements: Founded Lava Records for Jason Flom, which included hiring staff and organizing the overall structure of the company. Started a new company in an extremely competitive business with a small staff, which rose to a major force in the music industry.

Successful artists promoted by Lava Records such as Matchbox 20, Sugar Ray, Kid Rock, Edwin McCain, and Trans Siberian Orchestra.

***Eastwest/ Elektra Entertainment-** New York, NY
Vice-President of Top 40 Promotion

1991-1996

Responsible for radio promotion for Top 40, Hot AC, and Dance artists at Eastwest and Elektra Entertainment. Coordinated all touring aspects, including promo tours, radio interviews, and artist relations. Scheduled record release dates and coordinated mixes.

Key Achievements: Successfully merged Eastwest/Elektra Entertainment's Pop Promotion Departments. Structured new staff based in New York City.

Garnered success for artists such as Simply Red, Pantera, Metallica, 10,000 Maniacs, Gerald Levert, Anita Baker, En Vogue, The Rembrandts (theme song for the tv show "Friends")

***ATCO/Eastwest-** New York, NY 1989-1991
Vice President of Top 40 Promotion

Responsible for radio promotion at Top 40, Hot AC, and Dance artists at ATCO/Eastwest.
Coordinated all touring aspects, including promo tours, radio interviews, and artist relations.
Scheduled record release dates, and coordinated mixes.

Key Achievements: Successful artists include AC/DC and Bad Company.

***ATCO Records-** Atlanta, GA 1987-1989
Southeast Regional Promotion Director

Oversaw all radio formats for southeast stations. States in this region include Georgia, Tennessee, Alabama, North Carolina, South Carolina, Arkansas, and Florida.

Key Achievements: *Created a new position as one of the only females in the southeast region and was promoted to a national position in New York City within one year.*

***Warner/Elektra/Atlantic Distribution-** Atlanta, GA 1986-1987
Assistant to Regional Marketing Director

Fulfilled all assistant responsibilities, including answering phones, maintaining schedules, coordinating meetings etc.

Key Achievements: Within one year promoted from assistant position to a regional position for the southeast region for ATCO Records

EDUCATION

Attended Belmont University and University of Georgia pursuing a degree in music business.

PROFESSIONAL ASSOCIATIONS

Co-Chairperson of "Life Beat" - an AIDS foundation developed by persons in the music industry

National Academy of Recording Arts and Sciences (N.A.R.A.S.)

Kayne-Eras Foundation – honored in 2001