

# Erick Bohorquez

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Enthusiastic and creative professional with a diverse background in A&R, music curation & DSPs, brand marketing, event activation, and artist development. I bring a unique perspective as a second-generation, Spanish-speaking American with Colombian roots. Known for my out-of-the-box thinking, energetic approach, collaborative spirit, and reliability, I am eager to contribute my skills and passion for the music industry to a dynamic team, driving innovation and success in a collaborative environment.

## Professional Experience

Cleopatra Records | **A&R Manager** | Austin, TX

2023 – Present

- Identify and engage with emerging and established artists, fostering relationships and negotiating deals that align with the company's musical vision.
- Collaborate with artists to create opportunities for recording, publishing, and live performance.
- Conduct in-depth market research to identify emerging trends, artists, and music styles that align with our target audience.
- Stay up to date with industry developments, ensuring that we remain at the forefront of music trends.
- Source and evaluate new musical talent and content, with an emphasis on finding unique and compelling artists and songs.
- Lead contract negotiations with artists, agents, and other stakeholders.
- Develop and maintain relationships with industry leaders and decision-makers.
- Created music inventory tracking system for new arrivals on artist releases.
- Secured local merchandise partnership and executed a new design Cleopatra apparel.

YouTube Music (provided by Cognizant) | **Music Content Specialist** | Austin, TX

2021 – 2023

- Responsible for the optimization and development of YouTube Music's programming corpus. Plan, pitch, and execute comprehensive editorial features around artists, releases, events, and contextual moments.
- Conducting metrics-based analysis of playlist performance to drive programming decisions and increase playlist consumption.
- Responsible for analyzing the overall quality of product features and recommendations for music as well as verifying the accuracy of lyrical content in North America.
- Identifying and troubleshooting user-facing issues for technical teams. (New Release Scrubs, Video Metadata Quality, ATV/OMV Linking)
- Contributing to YouTube Music's global programming team and its efforts to drive site improvements and innovative features for users worldwide.
- Monitoring and reacting to the performance of playlists and campaigns.
- Deep music expertise with a specialty in Latin, Latin Urban, as well as Christian & Gospel.
- UX and graphic design for high-touch playlist covers, highlight cards, and shelves.

Mood Media | **Music Programmer** | Austin, TX

2014 – 2020

- Managed over 30 key accounts including Hard Rock Cafe, Footlocker, Margaritaville, McDonald's, Cheddar's, Room & Board, Fazoli's, Applebee's, Macy's, and TJ Maxx.
- Responsible for analyzing music lyric content which includes, QC-ing lyrics, analyzing music/artist metadata, and transcribing lyrics. Verify lyric accuracy on content, ensuring it meets the provided standards for clients.
- Designed music programs available on DirecTV, reaching tens of millions of listeners per day.
- Secured licensing agreements with major and indie record labels. Work closely with the Finance team to facilitate timely royalty payments per contractual agreements.
- Managed relationships with labels, artists, and publishers, ensure new releases are serviced, and develop cross-promotional branding opportunities between artists and brands.

Greenhouse Agency, Inc | **Brand Manager** | Austin, TX 2012 – 2013

- Media spokesperson and expert for Herradura, El Jimador, Don Eduardo, and Pepe Lopez tequila brands.
- Generated brand building opportunities and executed brand consumer events.
- Championed the on-premise, off-premise and non-traditional/non-licensed event efforts by building lasting trade and consumer relationships with targeted accounts.
- Managed social media accounts.
- Developed local media relationships and expertise to identify and leverage opportunities.

Entercom Communications | **Radio Account Executive** | Austin, TX 2011 – 2012

- Specialized in On-Air and Digital advertising campaigns with focus on coop/retail tie-in for MIX 94.7 KAMX, Magic 95.5 KJCE, Talk Radio 1370AM KKMJ
- Identified and engaged prospective businesses and media buyers with customers who best align with the stations' listening audience. Collaborated with the production team to produce radio jingles.
- Performed client needs analysis and creatively presented recommendations for marketing challenges.

Rockstar Energy Drink | **Sales and Marketing Manager** | South Texas 2006 – 2011

- Responsible for product sales, marketing, promotion, placement, pricing, and special event management to increase market share in Central/South Texas, generating multi-million-dollar revenues by aggressive territory management and strategic product placement.
- Doubled number of cases sold (99,907 cases).
- Managed both Regional and Territory Sales Managers at all Pepsi and Coca Cola Texas branch locations.
- Coordinated radio spots and set up exclusive post-concert promotions leading to substantial jumps in product awareness and sales. Post-concert promotions include: Fall Out Boy/Gym Class Heroes after parties, Shop Boyz "Party like a Rockstar," SXSW, Austin City Limits Festival, Mayhem Fest, Taste of Chaos, Alternative Press Tour, Uproar Festival, and the Tuaca Ball.

Island/Def Jam | **Manager of Marketing and Promotions** | Austin, TX 2005 – 2006

- Secured airplay for radio; set up promotions, "meet and greets", in-studio performances, interviews, contributed to numerous #1 hits: Rihanna "SOS", Ne-Yo "So Sick" Mariah Carey "Don't Forget About Us."
- Developed and maintained relationships, managed bands, and executed all artist promo under Universal Music Group.
- Oversaw all Marketing, Publicity, Sales and Video promo within the Southwest market, receiving many accolades including 2005 Major Record Label of the Year.

Elektra Records | **A&R Representative** | Austin, TX and Los Angeles, CA 2001 – 2004

- Identified artists by compiling BDS Encore, R&R Music Tracking, Mediabase, and Soundscan reports for nationals.
- Played an integral role in promoting the breakout artists such as Jason Mraz and Jet.
- Assembled press and promotional dubbings for artists.
- Supported VPs of Promotion for genres including Rock, Modern, Top40, Crossover, and Rhythm.
- Analyzed the impact of all spending, marketing, and promotional activity; compiled materials to communicate findings to wider artist services.
- Managed release setup to ensure the production process adhered to the planned schedule.

## Education

The University of Texas at Austin | Bachelor of Arts, **Spanish and Music Business** 1997 – 2002

## Achievements

- Recording Academy Feature (2023) – Mentorship Success Story
- 2019 Black Fret Grant Winner –\$20,000
- Publications in Rolling Stone, Billboard, Remezcla, KCRW, Austin Chronicle, NPR
- Over 400 live performances: Austin City Limits Music Festival (2018, 2021), SXSW Official Showcasing Artist, Blues on the Green, Levitation
- City of Austin Music Division Grant Recipient for \$7,000 (2019)
- Austin Music Award Nominee for Best Performing Band and Best Latin Band (2018 and 2019)
- Gibson Artist Program Recipient (2019)
- Austin Music Foundation Artist Program Alumni
- Governor chair nomination for Recording Academy Texas Chapter (2023)