



Janette Berrios

DIRECTOR OF MARKETING

CONTACT

Mobile: (813) 323-2458

Email: janette@symdistro.com

Address: 707 N Franklin St.

Tampa, FL 33544



[@janette-berrios-667b6b3/](#)



[@janettetology](#)



[@janetteology](#)

CAREER OBJECTIVE //

I want to create beautiful, functional things. I want to fuse the worlds of art, music and technology to curate original content that will secure authentic connections all while achieving continuous improvement in business performance.

PROFESSIONAL PROFILE //

Highly creative Marketing Director with expertise in all aspects of successful marketing; Search Engine Optimization, CPC campaigns, email marketing, digital marketing, content creation, strategic partnerships, branding, event planning, public relations, and management. Excel in managing multiple projects concurrently with strong detail, problem-solving, and follow-through capabilities. Strong ability to analyze data and metrics. Demonstrated ability to manage and motivate cohesive teams that achieve results. Fully bilingual in English and Spanish. Focused on achieving continuous, improved business performance.

BIOGRAPHY //

Janette Berrios is the Director of Marketing for Symphonic Distribution. Originally from Puerto Rico, Janette got her start in the music industry by joining Symphonic Distribution as a Marketing Assistant. With her involvement, the company's digital presence grew remarkably making it one of the leading independent music distributors in the industry. Symphonic developed a strong voice and branding on behalf of musicians who would help the organization grow as a whole.

After her initial success, Janette was promoted to Director of Marketing where she has continued to help advance the company in new markets with strategic content marketing strategy and by creating new marketing opportunities for Symphonic clients. Additionally, she has created an Educational outreach partnership with speaking engagements at Full Sail University, St. Petersburg College, and many more.

Janette Berrios

DIRECTOR OF MARKETING

Janette has also helped individual creators grow their online presence and digital revenue via marketing campaigns and coordinated strategic placements on brands such as Apple Music, Rhapsody, Spotify, and more without having to subject them to steep marketing budgets.

Last but not least, Janette is a strong advocate for women in the music industry, something of which Symphonic is very passionate about. Since joining, she has brought her passion to the business and has helped to spread the message to women musicians, creators, and business owners to ensure their message and story is heard, as well as to bring more gender equality to the jungle that is the music industry. Aside from her involvement with the music industry and Symphonic, Janette loves spending time with her French bulldog, street art, photography, travelling, and spending time with her family and friends.

PUBLICATIONS //

- 6 Musician Revenue Streams You're Probably Forgetting About
- How to Advance Your Music Career in a Digital Age
- How Your Distributor Can Help Increase Your Revenue
- How to Maximize your SoundCloud Profile

COMPANY & PANEL DISCUSSIONS //

- 2018 Music Industry Sessions NYC: Making Money in Tomorrow's Music Industry Presentation by Symphonic Distribution
- 2017 SXSW Trade Show Pitch Stage
- 2017 Speaking engagement in Microfusa, Barcelona Campus: New Artist Marketing & Branding Workshop
- 2017 Tampa Music Conference: New Artist Marketing & Branding Workshop

Janette Berrios

DIRECTOR OF MARKETING

- 2017 Tampa Bay Startup Week: Boost your Brand Speed Networking Mentor
- 2016 Music Industry Sessions: Branding & Marketing for Independents
- 2015 Fader Pro Course: Branding and Marketing Online for Artists
- 2015 Street Buz Conference: Artist Monetization Panel
- 2015 Tampa Music Conference: New Artist Workshop
- Regular Speaking Engagements at local universities: Full Sail University, St. Petersburg College, Recording, Radio and Film Connection

COMMITTEE CHAIRS, LEADERSHIP & ASSOCIATIONS //

- St. Petersburg College - Music Industry and Recording Arts Program Advisory Chair
- The University of South Florida - Digital Marketing Advisory Board
- Women in Music Member
- American Association of Independent Music (A2IM)

IN THE NEWS //

- Tampa Bay Online: Digital firm promotes musicians around the world
- Department of Commerce: International Trade Administration Market Development Cooperator Program

Janette Berrios

DIRECTOR OF MARKETING

EDUCATION //

GOOGLE ADWORDS CERTIFICATION

YOUTUBE AUDIENCE GROWTH CERTIFICATION

UNIVERSITY OF TAMPA

Course in Business Administration with a focus on Finance and Economics

WALT DISNEY WORLD INTERN

Extensive presentation and projection training. Presented latest technologies of companies such as Xerox and Monsanto to guests through presentations and lectures. Promoted within two months to represent a second venue and became the First Disney College Program Intern female to accomplish this.

VOLUNTEER EXPERIENCE //

PAINT YOUR HEART OUT TAMPA

METROPOLITAN MINISTRIES

DRESS FOR SUCCESS WORLDWIDE