

# BILLY ZERO

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## SUMMARY OF QUALIFICATIONS

Creative Professional with 15 years of program/project management experience. Strengths include marketing, strategic planning, social media and creative direction.

## EXPERIENCE

**President, Grammy's, DC** 5/2008 – 5/2010

**Trustee, Grammy's, National** 5/2010 – 5/2012

Presided over the Board of Governors and represented them Nationally as President and as a current Trustee interface with top-level industry professionals within the music and social media community.

- Increased traffic to member events
- Developed innovative programs and events that increased membership and fund raising for charities.
- Initiated strategic and comprehensive social media outreach discussions.

**XM Satellite Radio, Washington, DC** 4/2001 – 11/2008

### ***Music Director/Program Director***

Directed the on-air product and promotional partnerships for various channels (Big Tracks, Fred, XM Unsigned, and XMU). Promoted from Music Director to Program Director after six months in department.

- Executive Producer of music festival concert broadcasts including Bonnaroo, Live Earth, Lollapalooza, and South by Southwest.
- One of three corporate representatives responsible for showcasing XM's facilities and services to celebrities and corporate officers of partners such as Boeing, GM, Honda, NPR, and charitable organizations.
- Organized and hosted consumer marketing events in association with NASCAR, car manufacturers, and auto shows.

**XM Satellite Radio, Washington, DC** 8/2000 – 10/2001

### ***Director, Ad Sales Development***

Integrated advertiser/sponsor needs with the culture and personality of XM Satellite Radio Channels to maximize company revenues.

- Secured non-traditional corporate sponsor providing XM with \$250,000 in revenue and marketing exposure in a national retailer.
- Interfaced with Marketing, Programming and Sales teams to grow sponsorship dollars through non-traditional means.
- Created all presentations utilized by everyone from CEO down to sales people including design, audio and visual components.
- worked with 20+ channels to design genre-specific promotions and sales campaigns with overlapping components.
- Recruited into the programming team from Sales by Lee Abrams.
- Was the only person to hold titles in 2 separate departments.

