

Helen Pastores

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I'm a marketing leader with expertise in live entertainment and digital marketing in Southern California. I'm passionate about strategy, mentorship, and creating meaningful experiences.

Work Experience

Aberdeen Broadcast Services Rancho Santa Margarita, CA

Live Captioning Coordinator

February 2021 – June 2022

- Scheduled and prepared captioners for up to 60 live events daily, 7 days a week
- Met increased demand of live captioning services due to the COVID-19 pandemic
- Maintained relationships with 100+ ongoing clients such as: Indeed.com, Salesforce, and more
- Ensured quality live captions (2% error rate) and solved urgent technical issues

Live Nation Entertainment Anaheim, CA

Show Marketing Manager

October 2019 – December 2020

- Implemented strategic venue marketing plans for shows at House of Blues Anaheim (1900 cap) and The Parish at House of Blues Anaheim (325 cap)
- Independently managed show marketing and advertising budgets for 250-300 shows per year under the Live Nation Clubs & Theaters division
- Developed all venue and show marketing collateral and intelligently bought advertising & media including, but not limited to, radio, print, outdoor, video, and online
- Maintained consistent communication with artist agents and managers and worked closely with local talent buyers and box office teams to create promotions that maximized ticket sales and attendance
- Oversaw show marketing assistant and interns

Warner Music Group Los Angeles, CA

Senior Manager, Campaign Management

May 2017 – September 2019

- Advised label managers and executives on best practices as it related to fan engagement, ecommerce, video, streaming, and social media advertising for 50+ artists
- Analyzed data across sales and digital platforms to identify key opportunities for artist marketing activations
- Provided extensive program and project management by developing strategic presentations, roadmaps, quarterly reviews, and monthly scorecards & reports
- Maintained relationships across matrixed organizations (marketing, sales, fan engagement, ecommerce, user experience, digital operations), aligning teams towards common goals
- Researched and adopted the latest trends in digital marketing. Examples: Facebook messenger bots, interactive email, and superfan, influencer, and sweepstakes platforms

Sony Pictures Entertainment Culver City, CA

Email Marketing Manager

September 2012 – May 2017

Promoted from Coordinator to Specialist in 2014 and Senior Analyst in 2016

- Oversaw all aspects of email marketing campaigns for Motion Pictures, Television, Home Entertainment, Wheel of Fortune, Jeopardy!, Sony Pictures Store and more
- Grew direct-to-consumer databases by over one million subscribers, while providing guidance on CRM best practices and partnering heavily with technology teams
- Demonstrated leadership by facilitating mass communication during high profile industry events from awards shows to major crises (e.g. cyber security breaches)
- Managed email marketing analyst, coordinator, and other direct reports

Technology Platforms & Skills

Adobe Marketing Cloud, Salesforce Marketing Cloud, WordPress CMS, Sprout Social, Octane AI, SuperPhone, Canva, Facebook Blueprint, Twitter Flight School, Google Digital Garage, Spotify Ad Studio, MediaBase, Ticketing Software, Microsoft Office, G-Suite, Atlassian Tools, Tableau, Airtable, Box.com

Education

University of Southern California Los Angeles, CA

Bachelor of Science, Business Administration; Minor, Psychology