

AARON R. EVINS

ENTREPRENEUR, MUSICIAN, AND VETERAN



PROFESSIONAL CAREER

CONTACT

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EDUCATION

SOUTHWEST HIGH SCHOOL

High School Diploma - 2008

CORE COMPETENCIES

BRAND DEVELOPMENT

Expertise in developing and leveraging personal brand to drive revenue and growth.

ENTREPRENEURSHIP

Proven ability to identify and capitalize on business opportunities.

CREATIVE VISIONARY

I have an unrivaled ability to see potential in new ideas and concepts, and the drive to bring them to life.

LEADERSHIP

I am a natural leader, able to inspire and motivate others to achieve their full potential.

PLAYLIST CURATION

A strong ability to curate playlists that resonate with target audiences, showcasing a deep understanding of music trends, genres, and audience preferences.

DATA ANALYTICS

Proficiency in interpreting streaming data and analytics tools to identify trends, track audience growth, and make informed decisions to optimize campaigns.

PLATFORM FAMILIARITY

In-depth knowledge and experience with various streaming platforms (Spotify, Apple Music, etc.) to leverage their features and algorithms effectively.

STRATEGIC MARKETING

Developing and executing strategic marketing campaigns tailored for streaming services, ensuring maximum visibility and engagement for artists' releases.

CAREER SUMMARY

Aiming to contribute my expertise in music curation, digital platform management, and strategic data analysis to the Streaming Coordinator role at Atlantic Records, aligning with Warner Music Group's commitment to innovation, global collaboration, and the empowerment of diverse talents.

NOTABLE MUSIC ACHIEVEMENTS

Spearheaded a 30% surge in streaming metrics through meticulously crafted playlists, echoing the ethos of driving growth and engagement at RSCF. I acclaimed for pioneering innovative social media campaigns, resulting in a 50% surge in audience engagement, reflecting the value of innovation and insight.

MUSIC EXPERIENCE

STREAMING SPECIALIST

ROCK STAR CREW FAMOUS

SAN ANTONIO, TX | 2021 - PRESENT

- Orchestrated meticulously curated playlists and managed content across various streaming platforms, echoing the core principles of music and embracing the evolving landscape of music consumption.
- Employed comprehensive analytics to interpret streaming data, translating insights into strategic marketing initiatives, aligned with the ethos of "Innovation and Insight".
- Fostered collaborative partnerships with artists, amplifying their digital presence and empowering their growth, in line with the belief that "Empowered by People" enhances collective strength.

SOCIAL MEDIA MANAGER

ROCK STAR CREW FAMOUS

SAN ANTONIO, TX | 2021 - PRESENT

- Crafted and executed dynamic social media campaigns, amplifying music releases and engaging audiences worldwide, embodying the essence of Global Growth and Local Expertise.
- Proactively identified emerging trends on social platforms, informing timely content creation and aligning with the principle of embracing innovation to create the future.
- Monitored social media analytics and KPIs, providing data-driven insights to optimize content and campaigns, contributing to a 30% boost in overall audience interaction and brand visibility.

FOUNDER & DIRECTOR

ROCK STAR CREW FAMOUS

SAN ANTONIO, TX | 2006 - PRESENT

- In-depth comprehension of leading streaming platforms (Spotify, Apple Music, etc.) and their intricate analytics, aligning with the pursuit of innovation and insightful strategies.
- Strategic application of data-driven insights to cultivate audience engagement, echoing the ethos of "Innovation and Insight".
- Exemplary communication skills and a collaborative spirit, reflecting the belief that diverse talents, like the artists and music they create, enrich, and strengthen the collective.

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PROFESSIONAL CAREER CONTINUED

MILITARY ACHIEVEMENTS

- Member Of Air Force Special Operations Command - Military Personnel Flight Of The Year - 2017 & 2018
- 1 MPF Top Performer – 2019
- 1 Special Operations Wing - Central Support Staff Office Of The Year 2020
- Air Force Personnel Center (AFPC) - Top 3 Superior Performer December '20

MILITARY EXPERIENCE

MANAGER - RECOGNITIONS AND EVALUATIONS OPERATIONS

THE UNITED STATES AIR FORCE

FEBRUARY 2020 - JUNE 2023 | SAN ANTONIO, TX - RANDOLPH AIR FORCE BASE

- Led evaluation reports appeal board operations, adjudicating 44 appeals and driving relief at the lowest level.
- Guided the air force recognitions program, ensuring 333 airmen received service medals for covid-19 operations.
- Administered the air force evaluation program, preventing 58 appeals and assisting 16 promotions to the 19e9 board.

ASSISTANT NATIONAL COMMISSION OFFICER IN CHARGE

THE UNITED STATES AIR FORCE

JULY 2019- JAN 2020 | SAN ANTONIO, TX - RANDOLPH AIR FORCE BASE

- Led air force electronic board operation support system, streamlining training and achieving 173 authentications in 72 hrs.
- Managed the central selection board, validating 4.3k records and facilitating 1,148 promotions.
- Oversaw air force management level review program, championing virtual boards and guiding 18 panel members.

HR MANAGER- NATIONAL COMMISSION OFFICER IN CHARGE RETIREMENTS & SEPARATIONS

THE UNITED STATES AIR FORCE

FEBRUARY 2017- APRIL 2018 | HURLBURT FIELD AIR FORCE BASE

- Supervised 3 airmen executing retirements & separations programs for 9k active-duty airmen.
- Managed base wide retirement/separation program, overseeing 845 members and ensuring \$6.5m benefits payouts.
- Led accountability efforts during hurricane michael and bagram deployment, ensuring 100% personnel and asset accountability.

HR MANAGER - NATIONAL COMMISSION OFFICER IN CHARGE COMMANDER SUPPORT STAFF

THE UNITED STATES AIR FORCE

MAY 2018- JUN 2019 | HURLBURT FIELD AIR FORCE BASE

- Drove squadron government travel card program, auditing 347 accounts and saving the air force \$22k.
- Managed inbound flight operations, scheduling 586 appointments and mentoring 63 isr professionals.
- Organized distinguished visitors visits, securing \$1m in resiliency funding, and mentored mpf retirements section, achieving recognition for a top performer.

ADVOCATES

LEONARD I. OKEREKE JR. - AT&T -Lead Strategic Sales Planning Manager | email: lo331@att.com

Matthew Vizcarrondo - San Antonio Police Department | Detective | mattviz1117@Gmail.com

Richard Cooper - United States Air Force | Marketing & Branding Specialist | richard.cooper.12@us.af.mil

Conor Mulligan - United States Air Force | Commander | conor.mulligan.1@us.af.mil

Devon Sheffey - United States Air Force | Weapons Team Leader | devon.sheffey@us.af.mil