

# TOMMY ROWE

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212 West 91st Street, New York, NY, 10024

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## EDUCATION

### University of St Andrews

2012 - 2017

M.A. Honours, Film Studies

McEuen Rose Bowl - 2017

Rector's Scholar - 2014

## EXPERIENCE

### PR & Content Principal

February 8, 2018 - Present

Cabine Creative

- Deliver long-term and monthly PR strategies in conjunction with clients' goals and creative thinking.
- Contribute to new business as relevant client inquiries arise.
- Engineer and deliver top tier client coverage with an emphasis on digital and broadcast media.
- Serve as lead strategist and day-to-day contact for multiple clients.
- Advise clients on short and long term strategy and appropriately setting goals and deliverables.
- Create content across disciplines (graphic design, photography, copywriting) for clients to provide cohesive, 360° service.

### Photographer Lead

September 25, 2017 - January 1, 2018

Minted

- Recruited 300+ photographers in the NY Tri-State Area, Bay Area, and Los Angeles
- Managed those photographers along with 2000+ sessions, generating \$100,000+ in revenue
- Worked with engineers and designers on continued development and refinement of our iOS app, used by all of our photographers to manage their schedules
- Promoted twice in two months, from managing NY up to managing all three territories
- Managed customer relations via Salesforce, ensuring all sessions were completed correctly and to the customer's expectations

### Business Director

April 14, 2015 - June 30, 2017

Lightbox Creative

- Increased company revenue by 117% in one year while increasing employee pay by 12.5%
- Oversaw the incorporation of the company as an LLP in the UK
- Led three recruitment rounds to grow the company's employee base

### CFO, Co-Founder, Executive Producer

November 8, 2013 - May 1, 2017

RIOT Productions

- Devised and successfully executed funding strategies, raising more than £25,000 in funding
- Produced four profitable shows, including at the Edinburgh Fringe Festival, selling 2,487 tickets

### Wealth Management Intern

June 1 - August 31 2013, 2014, 2015

MorganStanley

- Worked with Financial Advisors primarily in the consolidation of mutual fund holdings
- Tailored investment strategies for specific clients, including both individuals and institutions

**Graphic Designer, Photographer, & Videographer**

February 18, 2015 - June 30th, 2017

Lightbox Creative

- Designed logos, promotional materials, and marketing strategies (both physical and digital)
- Photographed over 70 events, portrait sessions, concerts, and parties
- Shot and edited more than 25 videos for both marketing and artistic purposes

**REFERENCES**

Contact information available upon request.

Deborah Tilson  
Director of Operations  
Minted

Annie Newman  
Chief of Staff  
The Messina Group

Jeffrey Luxemburg  
SVP, Wealth Management  
MorganStanley