

KID CHECKCLICK

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ABOUT ME

I am:

A new business pitch guru
A client relations and c-suite casanova
A creative writer, big idea provider
An AI-learning machine
An all-genre music producer
A 360-thinker, world-creator
A collaborator and competitor
An uplifter and challenger
A strategic problem-solver
A fire putter outer

A creative adept at staying tapped in with the youth, the streets, and the culture. My life experiences inform my greatest creative asset—TASTE. This is my master key, not merely to unlock doors, but to transform spaces.

SKILLS

Big Ideas

Music Creation & Supervision

Presentation

Creative Copywriting

CREATIVE AWARDS

Hermes

Telly

Shorty Social Good

ANA Multicultural Excellence

EDUCATION

Wagner College

Staten Island, NY

EXPERIENCES

WRITER & MUSIC PRODUCER

2018 - NOW

UNIVERSAL MUSIC PUBLISHING GROUP

Brand development and marketing for artists coming to market
[Mariel Darling, Lawson, Duchi Da Vinchi, more]

Music creation with Grammy winners and emerging artists
[Cardi B, Rubi Rose, Bishop Briggs, BNYX, more]

Interface with label executives and artist management to prioritize projects

Navigate the ecosystem of talent, record labels, agents, producers, distributors

ASSOCIATE CREATIVE DIRECTOR

2022 - NOW

CASHMERE AGENCY

Led cross-functional teams in developing strategic brand campaigns within all stages of the marketing funnel

Pitched creative to new business accounts with a 65% win rate

Led AI technology adoption in the creative dept, mentoring on tools and benefits that resulted in enhanced copy & art efficiencies

Provided cultural perspective with a keen eye for trends and nuances of subculture

Developed influencer-led content strategies, resulting in increased brand visibility and engagement across social media platforms.

Conceptualized and composed music for Disneyland's inaugural multicultural campaign aimed at celebrating diversity and fostering inclusivity

Contributed to the agency's growth and success through a commitment to excellence and displaying an entrepreneurial spirit and curiosity

Contact: 347-580-0468 | mjcheckclick@gmail.com | Los Angeles, CA

ADDITIONAL SKILLS

Influencer Outreach
Talent Director
Voiceover artist
In-home studio

OUTSIDE OF WORK

Family
Culture
Spiritual growth
Basketball

WRITER & PRODUCER

2018 - NOW

RESCUE AGENCY

- Creative leader of award-winning content for FDA's first \$150mm hip-hop tobacco prevention campaign, Fresh Empire.
- Created 360 campaigns with budgets ranging from \$150k to \$3m.
- Wrote authentic narratives for Lil Yachty, Big Krit, WondaGurl and more, to tell their stories through publishers like Complex and BET.
- On-set cultural expert directing talent, wardrobe, setting and authentic delivery of messaging
- Supported event/concert production and attendee engagement across 2,500 events in 30 cities.
- Lead ideator for 'The New Wave' Digital Experience, which generated 300k contest votes, organic engagement from Eminem, Jermaine Dupri, and Bow Wow, and a 500% increase in twitter mentions.

MUSIC & STAGE DIRECTOR

2011 - 2013

MARITIME MUSIC FESTIVAL, NYC

- Raised and managed over \$50K budget
- Booked up to 10 acts to entertain over 2,000 attendees
- Created promotional assets across print/oooh and digital

CO-FOUNDER

2010 -2012

THE KINETIC MUSIC GROUP, NYC

- Built creative leadership qualities in assembling a team of music producers, graphic/web designers, and directors to provide music creation and marketing services

ASSISTANT MANAGER

2008 - 2015

BNY MELLON, NYC

- Became well-versed in spreadsheets and corporate culture. Gained an invaluable business foundation while nurturing my creative talents during off-hours. After 7 years, I took the big leap into agency life.

MARKETING COORDINATOR

2004 - 2008

PFIZER, NYC

- Learned marketing fundamentals that I adapted into a savvy approach to music and creative promotion.