

OHO U

Senior Marketing Leadership
Summit



STANDING BY



Berklee
College of Music

Data-Driven Nimbleness

How an Iterative Culture Can Win the Day



Berklee
College of Music

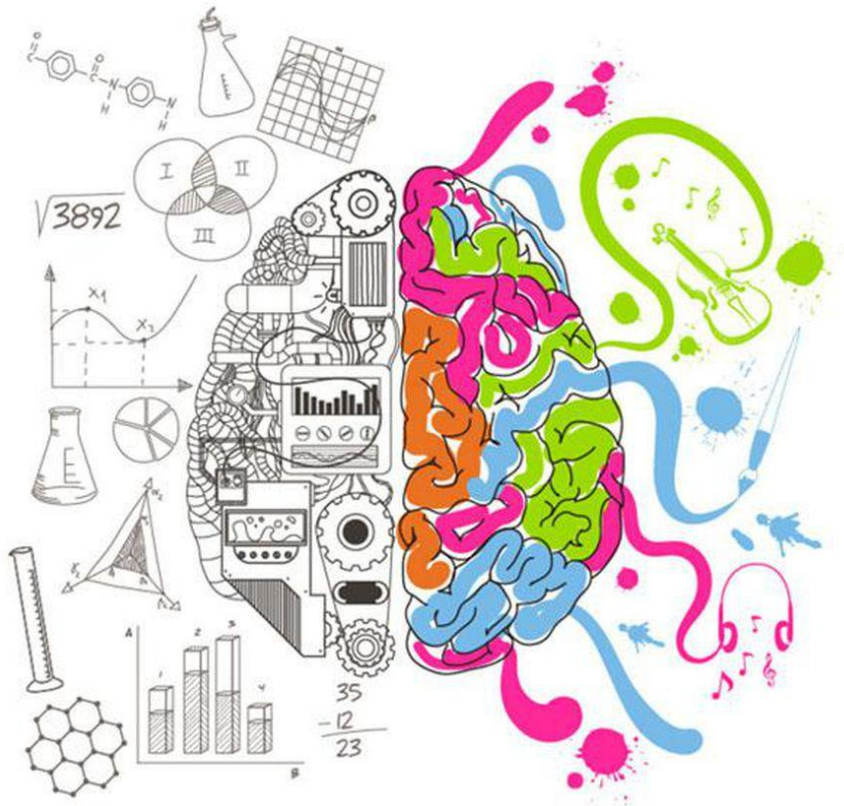
EVAN OZIMEK-MAIER

Associate Director of Creative

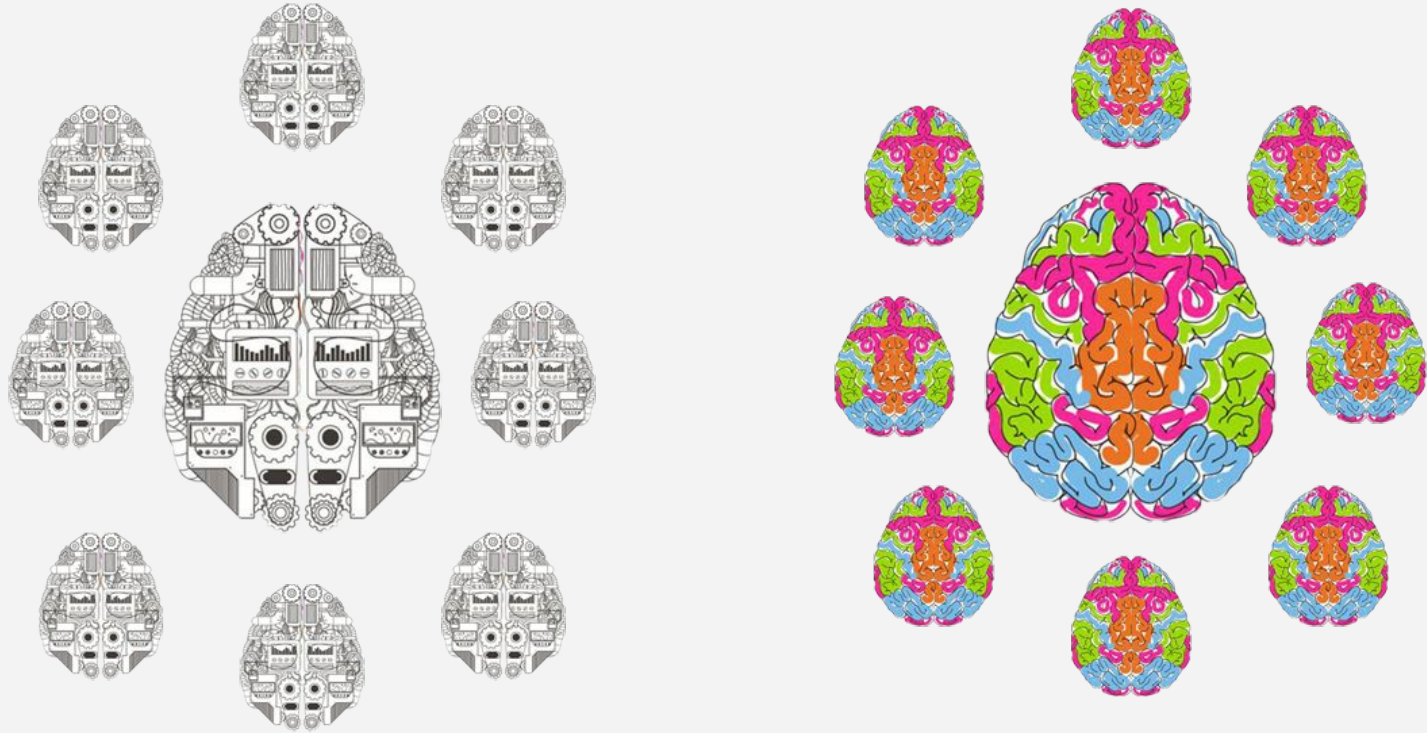
IT'S NOT JUST THE CREATIVE TEAM



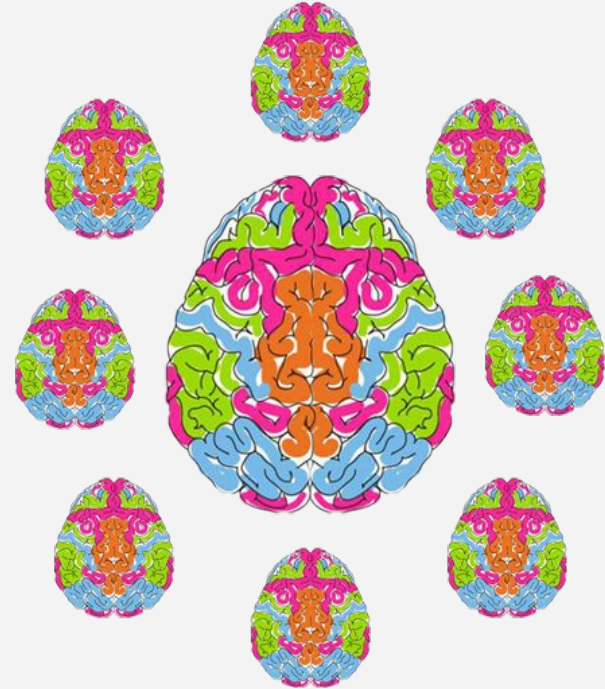
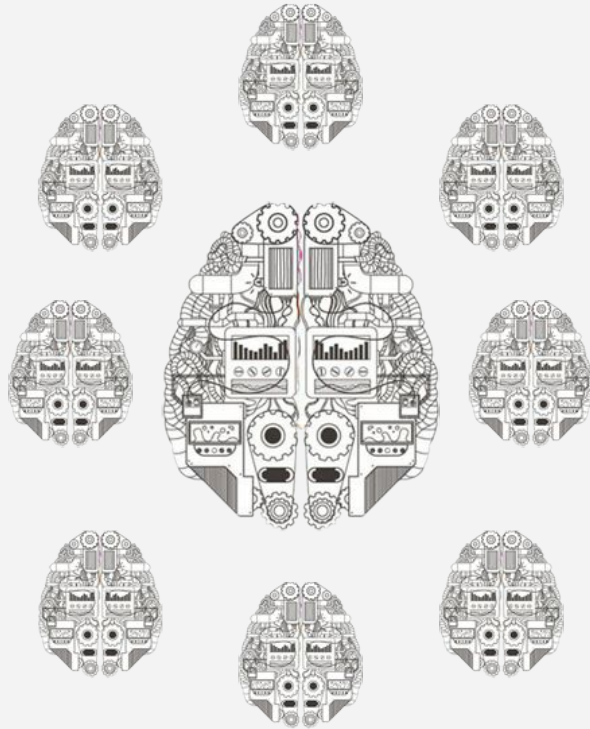
THE ECHO CHAMBER DILEMMA



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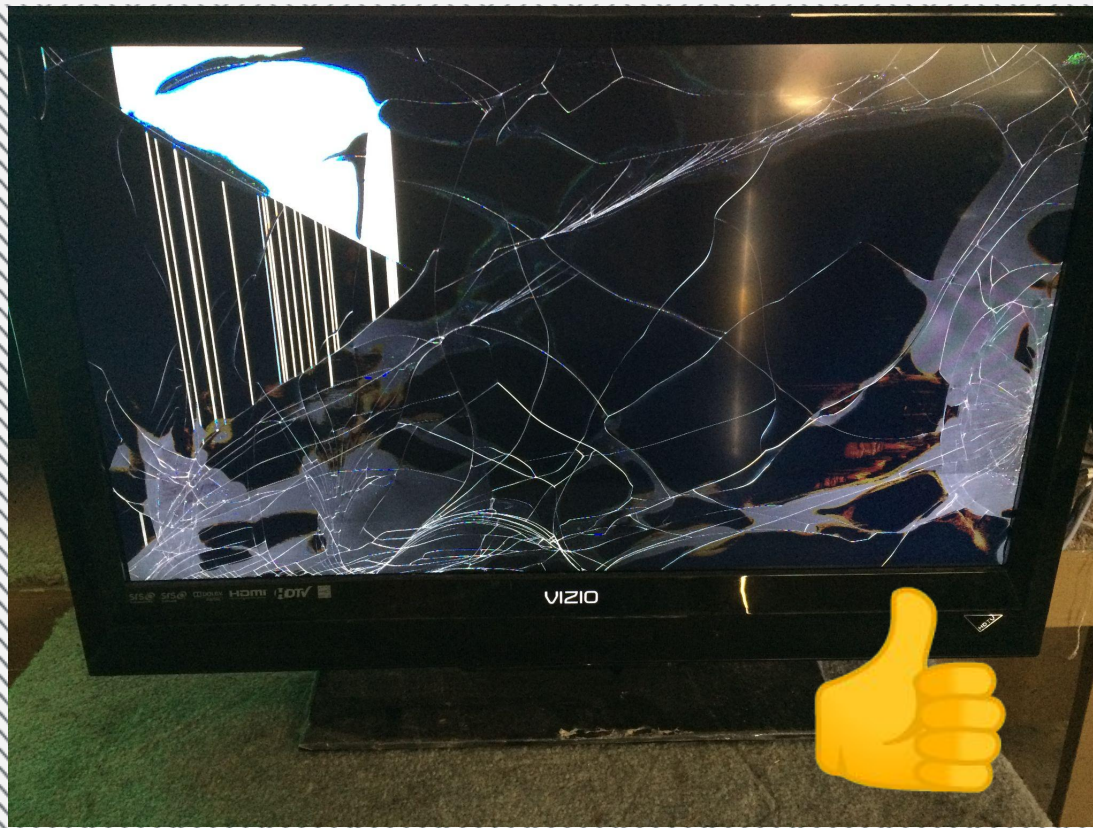
CLICHÉD BUT TRUE



ALL TOO OFTEN...



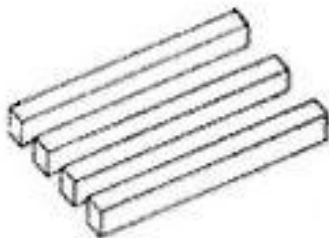
THE RESULT



MORE SPECIFICALLY...

DEVELOPER

QA



“SO... HOW DOES BERKLEE
COLLEGE OF MUSIC DO IT?”

Strategy + Creative = ❤️

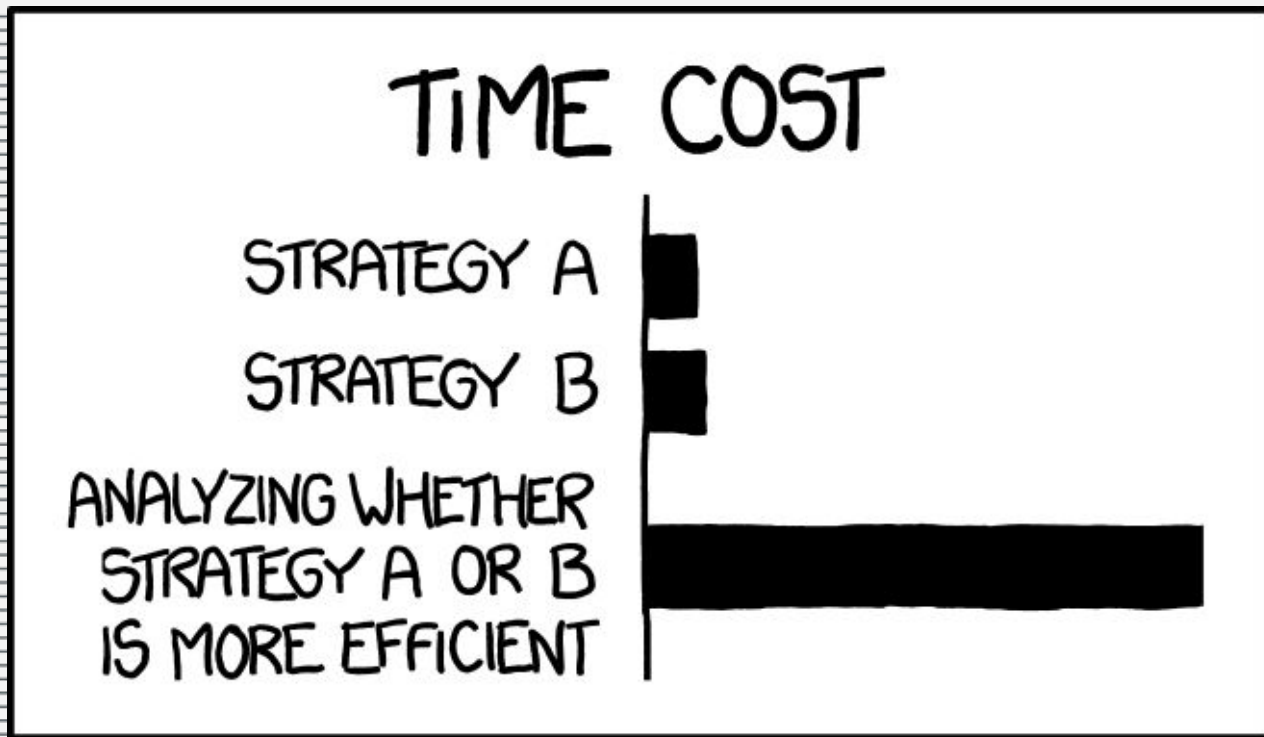
Design for Scale

Avoid Fabergé Eggs

Test, analyze, rinse, repeat



A/B HELL



THE REASON I AM SO INEFFICIENT

EXAMPLE 1 – SOCIAL




 Berklee College of Music  Sponsored 

Save 50% on the fall 2021 application fee and get your decision early if you apply by November 1.



BERKLEE.EDU
Early Action De
November 1



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Calling all musicians! Berklee's application for fall 2021 is now open. Apply by November 1 to save 50% on the application fee and get your decision early.



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Fall 2021 Application Now Open



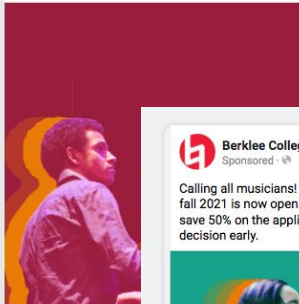
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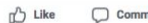


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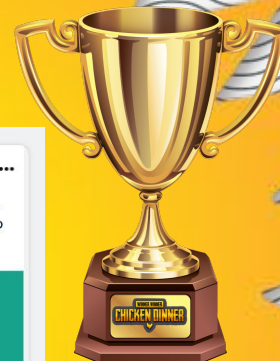


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EXAMPLE 2 – ANIMATION



Do you want to learn how the **Master of Music in Scoring for Film, Television, and Video Games** can help you advance your career in the music industry? Join program director Lucio Godoy for an online information session to see how the program is structured to deliver your master's degree in only one year. The session is on Thursday, January 24 at 5:00 p.m.

What you will learn:

- What the program is like (curriculum, recording sessions, facilities)
- Hear about the final trip to a record at a major studio like Air Studios
- What your year will be like in Valencia, Spain
- What the program director is expecting from applicants



Join a Virtual Event Before the Early
Application Deadline

Our virtual events offer programming to help you learn



Join us for Berklee Valencia's Virtual Open Day

An exciting event for prospective students is coming soon!
Berklee Valencia's Virtual Open Day takes place on April 17,

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EXAMPLE 3 – HEADLINES

Get More Information

By requesting information from Berkeley, you will receive emails about our educational programs, student resources, facilities, and more based on your selections.

First Name Last Name
FIRST NAME LAST NAME

Email Address

What level are you interested in?

By submitting this form you are agreeing to receive communications from Berkeley and to have your information processed in accordance with the terms of our [Privacy Policy](#). Berkeley will not sell or rent your information to third parties in accordance with the terms of our [Privacy Policy](#). Berkeley will not sell or rent your information to third parties and you may unsubscribe at any time.

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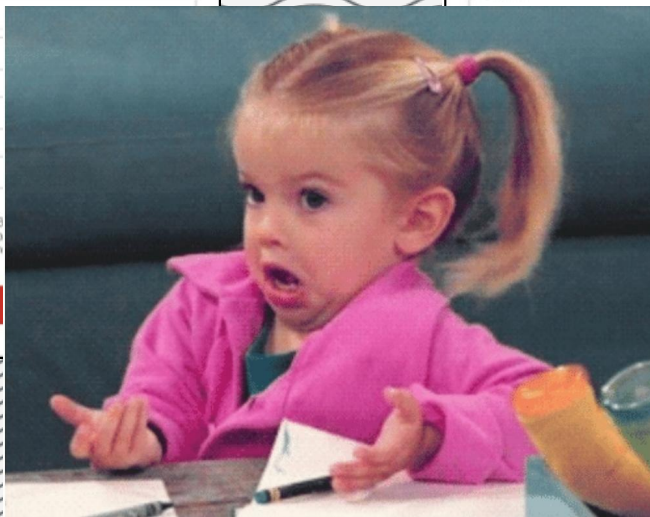
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“WHERE DO WE GO FROM
HERE?”



1. Audit Your Team
2. Audit Your Tools
3. Remove Barriers
4. Foster Constant Conversation

AUDIT YOUR TEAM



- Headcount
- Roles
- Job Descriptions
- Interplay

PRO TIP
“What is” ≠
“What Should Be”

AUDIT YOUR TOOLS

- Prioritize full utilization
- Trim the fat
- Centralize your communications



PRO TIP

Berklee uses Asana for project management, **Marketo** for marketing automation, **Salesforce** for CRM, **Slack** for team communication, and **Tableau** for quantitative analysis.

REMOVE BARRIERS

- *Where do conversations happen?*
(see last slide)
- Insights = empowerment
- Design around partnerships



PRO TIP
Remember the echo
chamber

FOSTER CONSTANT CONVERSATION



- Frequency is key
- Inclusion FTW!
- Avoid incidentalism

PRO TIP
Every voice on the team can offer insight (no matter how junior).

REMEMBER...



encourage mint



THANK YOU!

For follow-up questions, find me on LinkedIn or email
eoziemekmaier@berklee.edu.



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