

STACY L. MERIDA

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Marketing, Administration, Production, Project Management, & Academic professional with extensive experience.

- Strategic business planning from concept to roll-out
- Creative financial strategies for project/product success
- Business alliances/Sponsorship solicitations/ Fundraising
- Marketing and Public Relations plans & strategies/Artist management
- Budgetary and financial planning and management
- Networking abilities on various industry boards and committees for **NARAS, GMA, SAGMA, WIFT, MEIEA, & CMA**

EXPERIENCE

08/18 -Present

PROFESSORIAL LECTURER

American University, Kogod School of Business, Washington, D.C.

Responsible for teaching business courses in the Management Department for the Business and Entertainment major. Courses include: Global Corporate Citizenship, Entertainment Marketing, Representing Talent, Music Publishing and Copyright, The Entertainment Industry, and Advanced Issues in the Music Industry.

08/12-08/18

ASSISTANT PROFESSOR

Middle Tennessee State University, Recording Industry Program, Murfreesboro, TN

Responsibilities included teaching music business courses including: survey of the recording industry, hip hop & culture, artist management, marketing, social media, label operations, record retail operations, music publishing, industry history, and legal problems. Served as the Faculty Advisor to Match Records, the student run record label. Served on various college, department, and university committees. Planned and executed several community-based events between the college and the community. Held Graduate Faculty Status.

01/06 – Present

PRESIDENT

The MERIDA Group, Frankville, AL

The MERIDA Group is a full-service project management, corporate consulting and administration company focusing on strategic business planning, marketing and financial strategies, production, and client and program management.

- Clients have included: **SONY Music, Warner Bros. Music, Integrity Music**, and others
- Script Assistant for **CMA Fest 2013** aired on the **ABC Network**
- Music Coordinator for **BET's Sunday Best** competition series (Seasons 2010, 2011, & 2012)
- Coordinating Producer for **TV ONE's** "The Making of" for the movie **Blood Done Sign My Name** by Paladin Studios
- Talent Coordinator for the **37th, 39th, & 40th Dove Awards** which aired live on the **GMC Network**
- Secured national **CBS Morning Show, CNN, and ABC News** appearances for Artist
- Secured performance for artist on much publicized **50th Annual GRAMMY Awards Show** on **CBS Network**
- Promoted and conducted sales of Site Exhibition Licenses for **Provident Films**, a division of **SONY Films**
- Provided artist management for clients including appearances on **ABC's The View** and two on **FOX's American Idol**

01/05 – 12/05

VICE PRESIDENT OF MARKETING

SONY Music Entertainment, Inc. New York, NY

SONY Music Entertainment is a leader in the music entertainment industry.

- Project Managed internationally known, platinum selling artists and product
- Artists won numerous awards including **GRAMMY, Stellar, Dove, and American Music Awards**
- Planned national CD listening parties in major venues across the country and worked with **Kraft Foods** Campaign to promote artist product and corporate brands to the public
- Management of each artist and their projects to ensure distribution in general marketplace
- Creative direction and management for photo shoots, package design, collateral materials
- Developed and executed marketing and sales strategies in coordination with other departments
- Budgetary and financial responsibility for the department

10/01-12/04

GENERAL MANAGER

CW Wellspring Entertainment, Brentwood, TN

- Oversaw day to day operations, production, and dissemination of sales information to all managers, artists, and staff.
- Served as liaison to marketing/distribution partner **EMI Christian Music Group**

- Conducted A&R duties and executive produced new artist Vicki Yohe highest selling and charting CD
- Developed and executed all marketing and touring strategies and budgets

6/97-09/01

DIRECTOR OF CBA MARKETING & SALES

Benson Label Group, Franklin, TN

Verity Records, under the Jive/Zomba group of labels, was the leading gospel label in the world. Benson Label Group was responsible for marketing and distributing Verity Records artists and product in the Christian Bookstore Association (CBA) and Contemporary Christian music (CCM) marketplaces.

- Created and implemented strategic and tactical advertising and promotions plans for Verity Records
- Media research, media placement
- Developed and implemented P.R. strategy for new releases
- Administered and monitored marketing budget

10/96-3/97

LABEL MANAGER/PUBLICIST

Face To Face Communications, Southfield, MI

Face To Face Communications was the record label founded by artist Fred Hammond and NBA great Chris Webber. Responsibilities included strategic planning for the creative and production areas of the newly developed label. Also, secured promotional opportunities while Fred was apart of the "Tour of Life" with Kirk Franklin and Yolanda Adams.

- Secured clothing endorsements with *Pelle Pelle* and *Logo Athletics*

9/91-9/96

INTEGRITY MUSIC, INC., Mobile, AL

Integrity Music, Inc. was a leading producer of contemporary Christian worship music.

10/95-9/96

Creative Operations/A&R Coordinator, Creative Group

Responsible for financial oversight of the division, inventory management, database management, and provided administrative support to Director. Served as A&R representative during the creation and development of the Urban praise and worship product line and the "Woman, Thou Art Loosed" recording with Bishop T.D. Jakes.

9/94-10/95

Glorious Music Coordinator, Creative Division

Glorious Music, a division of Integrity Music, was a leading producer of traditional and contemporary Gospel music. Responsible for management of all projects and print product for the division, artist relations, event planning and execution, budgets, and provided administrative support to Director.

9/92-9/94

International Coordinator, International Department

Coordinated the ordering and shipping of manufacturing parts and finished products to over fifty international distributors. Disseminated information to all distribution channels. Performed account payables and receivables.

9/91-9/92

Administrative Assistant, Fulfillment Department

Departmental reports, memo development, mail order fulfillment.

9/90-9/91

ADMINISTRATIVE SECRETARY, FINANCE/CONTRACTS DEPARTMENT

Teledyne Brown Engineering (TBE), Jackson, AL

TBE is a military defense contractor. Provided daily assistance to Finance Manager and Contract Administrator.

9/89-9/90

LINE ASSEMBLY SUPERVISOR. Teledyne Brown Engineering, Jackson, AL

Supervised camouflage net assemblers to fulfill defense contracts for Operation Desert Storm.

ACTIVITIES & HONORS

Board Member-Music and Entertainment Industry Educators Association; Board Member/Treasurer-Women in Film and Television Nashville (2013-2017); Board Member-Quaver Foundation for The Advancement of Music Education, Inc. (2016-2017); Secretary-Gospel Music Association (GMA) Board of Directors (2006-2011); Member-Gospel Music Foundation Hall of Fame; Member-GMA Television Production Committee; Member-GMA Strategic Planning Committee; Member-National Association Recording Arts & Sciences (GRAMMYs); Member-Country Music Hall of Fame and Museum; Women In Higher Education TN; Member-National Black MBA Association; Former Member: American Society of Women Accountants, National Association of Black Female Executives in Music and Entertainment (NABFEME)-Nashville Chapter Founding Member, and served as Miss Stillman College 1988-89

EDUCATION

December 2016

DOCTOR OF PHILOSOPHY, URBAN HIGHER EDUCATION, Jackson State University, Jackson, MS

May 1993

MASTER OF BUSINESS ADMINISTRATION, University of Mobile, Mobile, AL

May 1989

BACHELOR OF ARTS, BUSINESS ADMINISTRATION, Stillman College, Tuscaloosa, AL

REFERENCES

Available Upon Request