



**Brian K. O'Neill**

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**Experience**

**Magnolia Thunderpussy**

***Marketing Director / Buyer***

**Columbus, OH**  
May 2003 to Present

- Responsible for all Co-Op Advertising.
- Work with advertising departments at local radio and print outlets.
- Solely responsible for stocking the Metal section; assists with other genres as well.
- Work closely with promotions staffs at labels, distributors and concert promoters.
- Created a presence for the store on eBay and on MySpace.
- Trained staffers to run the store and take over eBay presence.
- Set up promotions for a myriad of artists on independent and major labels.

**U Weekly**

***Arts & Entertainment Editor***

**Columbus, OH**  
Nov 2005 to Present

- Assigns and edits all content for a weekly newspaper geared towards the campus community at Ohio State.
- Maintains a diverse staff of two dozen contributors, most of which are college students.
- Established relationships with national and local promoters for music, theater and the arts.

**Sanctuary / CMC International Records**

***Midwest Regional Promotion Manager***

**Raleigh, NC**  
Jan 1997 to Nov 2000

- Served as a national assistant in addition to covering the entire Midwest region.
- Maintained relationships with 100+ Heritage and Active Rock programmers.
- Set up promotions around record releases and tours; solicited multi-formatted airplay.
- Helped **LYNYRD SKYNYRD** to a #1 Rock Record in 1999 with "Workin".
- Worked singles for artists as varied as **COC**, **MOTÖRHEAD**, **GEORGE THOROGOOD** and **COAL CHAMBER**.
- Designed and delivered weekly fax to 400+ Rock programmers and consultants.
- Structured and maintained mailing lists for eight formats and fax lists for two formats.
- Liaisoned with independent promoters and band management.
- Coordinated all information from promotions department with all other departments.
- Designed all promotions artwork.

**ICONcerts, Inc.**

***Concert Promotions***

**Raleigh, NC**  
Jan 1996 to Jan 1997

- Contributed overall support in all facets of concert promotion from initial booking to load-out.
- Coordinated and oversaw media relations with press and retail.
- Worked with artists such as **MARILYN MANSON**, **JOE SATRIANI**, **ANI DIFRANCO** and **ARLO GUTHRIE**.
- Executed various day-of-show operations..

**Showtime Agency**

***Booking Agent***

**Raleigh, NC**  
Mar 1995 to Jan 1996

- Agent for **ENT** and **BRUTAL TRUTH** (Earache), **H.P. ZINKER** (Energy) and **TUFF** (Mausoleum).

**Pipeline Records**

***Marketing and Publicity Coordinator***

**Hicksville, NY**  
Aug 1993 to Mar 1994

- Solicited and secured stories in major music publications worldwide.
- Coordinated in-store play and display contests with chains and independent stores.
- Set up in-store appearances and walk-throughs.

**TVT Records**

***Warehouse Manager***

- Coordinated mailings and promotions between various departments.
- Worked closely with sales staff.
- Executed daily operations of shipping and receiving including supervision of all inventory.

**New York, NY**  
Jan 1993 to Aug 1993

**Relativity Entertainment Distribution**

***Returns Department***

- Maintained all returned in-house product.
- Worked closely with sales and marketing staffs.

**Hollis, NY**  
Jan 1992 to Jan 1993

**Sam Goody - Rockefeller Plaza**

***Assistant Manager***

**New York, NY**  
Nov 1990 to Jan 1992

**Tower Records - 4th & Broadway**

***Sales Clerk***

**New York, NY**  
Oct 1989 to Nov 1990

**Writing**

- Currently contributing to *Alternative Press*, *Kerrang!* (UK) and *Chord Magazine*.
- Started *Curious Goods* fanzine in 1988.
- From 1989-1995 was published as a writer for several dozen publications in three continents.
- Was a Senior Editor for *Livewire*, a national rock title.
- US publications include *Creem*, *High Times*, *Rip*, *Huh* and *B-Side*.
- UK publications include *Metal Hammer*, *Metal Forces* and *Cutting Edge*.
- South American publications include *Rock Brigade* (Brazil) and *Madhouse* (Argentina).
- Regional publications include *The Spectator & The Independent* (Raleigh), *Alive & The Other Paper* (Columbus).
- Penned bios for various labels including Atlantic, Energy, CMC International and Rockworld.
- Covered hundreds of bands in all genres.
- Writing Samples available.

**Other Skills**

- Proficient with both PC and Mac.
- Knowledge of various Word Processing and Spreadsheet applications.
- Experienced in layout and design software such as Quark, PageMaker, and PhotoShop.
- Functional knowledge of HTML and web design.
- Typing to 50 WPM.

**Highlights**

- Published in *The Village Voice*.
- Panelist at several music conferences.
- Managed artists in New York and Raleigh.
- Received a gold record for **STYX's** *Return To Paradise*.
- Booked bands into legendary New York clubs - Limelight, CBGB's and L'Amour.

**References**

- Available upon request.