

DON HENSON



2021

PROFILE

Name:
Don Henson

Date of birth:
08/06/1987

SKILLS

80

Day to Day
Operations &
Logistics

90%

Graphic
Design

90%

Photo & Video
Production

80%

Personal
Assistant

SOFTWARE

Lightroom + + + + +

Photoshop + + + +

Premiere Pro + + + +

Office/iWork + + + + +

REFERENCES

John Minily: 917-459-3978
Jack Fowler: 321-888-0042
Rich Dyke: 310-926-7246



ABOUT ME

With a strong background in Music Business, Logistics, Design, Photography, Branding and Customer Service, I aim to make a strong impression through my work. I consider myself a Swiss army knife that can be a valuable asset to any team. I have had the pleasure of traveling the world creating content for musical artists, along with crafting a social media backbone that helped propel their success.



WORK EXPERIENCE

PERSONAL ASSISTANT, CONTENT CREATOR, DAY TO DAY

Jelly Roll / June 2020 - Aug 2021

Full time Personal Assistant for Nashville, TN based musical artist Jelly Roll. Job duties consisted of calendar management, travel planning/booking, creative strategies, album roll outs, press/media engagements, hiring/staffing, photography, videography, social media planning (Instagram, TikTok, Facebook 4 million+ reach), live production planning, as well as various graphic design tasks.

SOCIAL MEDIA MANAGER, CONTENT CREATOR

Sleeping with Sirens, Our Last Night / Sep 2016 - June 2020

As a social Media Manager I have led campaigns and conducted brand outreach. Working with artists and their management teams to align on strategies and further progress each band's social presence. Daily monitoring of artists social accounts (Instagram, Twitter, Facebook, Patreon). In addition, analytic reporting that continued targeting the correct audience of over 4 million. Along with graphic design work, I was also their full time touring photographer/videographer. This has included documenting worldwide events and providing the artist daily material to be used throughout their social channels.

IT/SALES/TEAM LEAD

Apple Computers & IBM / Sept 2012 - Oct 2016

At Apple I was a top sales professional with an all around knowledge of Apple Retail and Apple Products. I was trained as a server maintenance tech for IBM shortly after my career at Apple. These roles have helped develop my tech background.



EDUCATION

DAYTONA STATE UNIVERSITY

College / 2005-2007

Associates in Arts Degree with studies in Biology/Business

CONTACTS

Tel 386-503-0818
6410 Thunderbird Dr.
Nashville, TN 37209

donhenson87@me.com
www.awesomedon.com