

John Eichhorn

Event Production & Sales Manager

Los Angeles, CA

john.eichhorn79@gmail.com

619-780-4399

KEY SKILLS

- Event Production
- Audio Engineering & Music Composition / Producer
- Sound Design, Soundscapes, & Audio for Video
- Tour Booking / Management
- International Sales
- Marketing, Social Media, & Branding
- Planning, Coordination, & Media Strategy
- B2B Relations
- Management of Large Teams
- Pricing Strategies & Inventory
- Product & Business Development
- Finance: Accounting, Loans, Reports, & Business Taxes
- Websites: Designs, Builds, & Maintainance
- Software: Full Knowledge of MS Office & Audio/Video Softwares

Work Experience

Event Production / National Marketing & Sales / Audio Engineer

Eichhorn Productions

2013 to 2020

- 150+ National Shows: Marketing, live engineer, event production, and on-site manager.
- Live on-site recording, live venue and studio engineering.
- Audio mixing, mastering, and cd package manufacturing.
- 19 show / 19 day N. American Tour: Booking, performance, marketing, and manager.
- Multiple monthly residencies in Los Angeles: Booking, marketing, and on-site manager.
- Stage management of two outdoor stages and one indoor stage during an all day 2 day festival with over 25 international bands, setting up microphones and music equipment, and maintaining backstage VIP rooms for headlining acts.
- Project manager, operations manager, sales manager, business management, and marketing.
- Record Release Parties.
- Uber/Jump SXSW Festival 2019 (Austin, TX) - 92 hours.
- Private artist business/strategy consultant.
- Managed an all day showcase with 15 bands.
- Curated a 2 day showcase with 12 bands.
- Handling of huge email and call volumes with databases, including data entry.
- Invoicing, handling and distribution of payments.
- do512.com advertising.

- Sound/Stage Management, VIP Relations
Desert Stars Festival (Los Angeles, CA) - 2016
- Staff Management
Austin City Limits Music Festival (Austin, TX) - 2018
- Curator and Event Production/Management
SXSW Festival (Austin, TX) - 2019
- Curator and Production Management
Echo Park Rising Festival (Los Angeles, CA) - 2018
- Curator, Stage Equipment Setup, and Event Planner
Lexifest (Los Angeles, CA) - 2018
- Promotions and 2 Stages Set up
Columbus Psych Fest (Columbus, OH) - 2014
- Live Engineer and Stage Host/Event Coordinator
Vindaloofest 2 (Columbus, OH) - 2014
- Engineer and Daily Studio Operations
Digital Insight Recording Studio (Las Vegas, NV) - 2014-2015
- Print Media Advertising
LA Weekly (Los Angeles, CA) - 2017-2019
Austin Chronicle (Austin, TX) - 2019
- Print Media Advertising & Photoshoots
Columbus Alive (Columbus, OH) - 2014
Columbus Dispatch (Columbus, OH) - 2013

Community Events Director

NT Rocks - Austin, TX
2018 to 2019

- Managed huge 4 day rock expo with over a dozen international guest speakers, 30 vendors and exhibitors, main dinner with head lecturer, cowboy auction, and catering for over 100 people.
- Management of \$35,000 USD hotel event space rental and contract with multiple rooms, deposit, payments, and multiple caterers.
- Designed event layout for exhibitors, vendors, catering, guest traffic flow, signs, and 4 days scheduling of international guest speakers.
- Public relations.
- Maintained customer relations and greeting procedures with clients and business hosts while on-site managing events, which lead to increased numbers of regular, new, and repeat clients from inside and outside of Texas.
- Developed and updated pricing/discounting of multiple spaces in order to increase the rentals' per day and hourly rates.

- Updated website layout/text to improve booking procedures and user experience.
- Responsible for updating, writing and finalizing contracts & rental packages for events.
- Achieved \$3,000 USD a month in rentals.
- \$3,500 USD sale of 7 month rental package with around 20 dates across the 7 months.
- Advertising in print media and social media with event planning management.
- Keyholder.

National Sales Manager

Vector KGM - Los Angeles, CA

2018 to 2018

- Managed 8 states: California, Texas, Florida, and Southeastern States.
- Increased sales by 50% a day in San Diego and Los Angeles territories.
- Achieved over \$55,000 USD in sales while managing huge call and data base volumes.
- Exceeded \$10,000 sales in 1 week on phone and local on location territory management.
- On-site management of up to 14 stores per bi-weekly travel sales trips. Resulting in \$900-4000 USD a day.
- Responsible for booth building and designing layouts, and sales displays, while opening over a dozen new customer accounts at 2 extremely large annual international Las Vegas Tradeshows for the cigar culture and glass pipe industry.
- Inventory management of retail stores, displays, pricing, business to business wholesale distributors, and wholesale accounts.

Head Booking Agent, Sales, and Social Media

Whisky A Go Go - Hollywood, CA

2017 to 2018

- Reached out to bands, event planners, booking agents, and agencies to secure shows, negotiate compensation, and other pertinent production management details.
- Public relations.
- Contracts: Responsible for writing and negotiating contracts for events to present all the details in a concise way and keep everyone on the same page.
- Achieved an average of \$8,000 USD per month in ticket revenue.
- Created and started the local monthly residencies on Monday nights starting Oct 2017.
- Large team management.
- Social media marketing, including updating sites to generate traffic and engagement with the bands, fans, and the venue.
- Responsible for databases, huge email and call volumes, and spreadsheets.
- International sales, event coordination, key holder, and overall production management.
- LA Weekly print media advertising.

Sales Manager

Auto Effects - Pittsburgh, PA

2000 to 2012

- Marketing of new products and services.
- Daily retail duties including opening & closing procedures for multiple locations.
- Employee training.
- Wholesale business account management.
- Opening of a brand-new store location.
- Kept inventory knowledge and control.

- Product pricing/discounting, sales and floor displays, and store presentations.
 - Safe balancing of very large amounts of money, invoicing, bank deposits and withdrawals.
 - Merchandise shipping, picking, and receiving.
 - Office/administrative/clerical work.
 - Introduced new products into the product line.
 - Customer service.
 - Key holder.
 - Pawning, jewelry appraisals, payday/title loans, buying and selling of gold and silver.
 - Maintenance and heavy construction work including roofing, framing, plumbing, drywall, welding and soldering, electrical, painting, block laying and cement work, demolition, and major landscaping.
- *This business was sold.

Education

Audio / Production in Entertainment Industry

Recording Workshop

2013

Bachelor's in Business / Marketing

Penn State

2000

Languages

- Italian - Fluent
- Spanish - Fluent

Links

<http://www.eichhornProductions.com/epk>

<http://www.facebook.com/eichhorn.john>

<https://soundcloud.com/john-eichhorn>

Additional Information

OBJECTIVE / EXECUTIVE SUMMARY

Manager with 20+ years of experience. I have great experience at entertainment productions; also, working as an audio engineer and business/sales manager. Looking forward to obtain a position that will continue to apply and develop my skills and knowledge, while contributing to the company's success. Thriving both independently and in a team-oriented environment, I work creatively and effectively to reach goals.

PROFESSIONAL PROFILE

Operational and Technical Skills

- Trained in the operation of core equipment commonly found in current music recording studios, including analog, digital and hybrid systems. Specific focus in the Avid Pro Tools environment, coupled with Digidesign Control 24, ICON d-command, Sony/MCI 600 series consoles, and Multiple DAW's.
- Trained in the application of signal processing for creative and problem solving purposes with full knowledge of compressors/expanders, noise gates, eq units, reverbs, modulation and delay fxs. Complete understanding of in the box recording methods and use of out board gear with patchbay wiring.
- Trained in the use of microphones as commonly practiced for music production in the studio and on stage. With knowledge of mic methods for multiple situations, including various drum recording set ups, guitar amps, bass and acoustic instruments, vocal booths, multiple vocalists, and string sections.
- Trained in setup and troubleshooting of computer-based recording systems. Focus in both PC and Mac platforms with Avid Pro Tools.
- Tracking sessions with bands performing many different styles of music. Experience with micing, board operation, signal processing, session documentation, studio etiquette, artist relations, and song performance production.
- Mixing sessions for music projects. Handling aesthetic and technical concerns such as spectral balance, dynamics, imaging, and clarity.
- Sound for picture projects, game audio projects, spots for advertising and short-format storylines, and 5.1 surround mixing.
- Booking, managing, and marketing tours, as well as setting up and running sound.

Additional Skills / Personal Traits

- 22 year guitarist/bassist/keyboardist/programmer/vocalist/sequencer, able to read music and fill in as a session player.
- Extensive knowledge of music theory.
- 19 years of recording/mixing/production experience.
- Dedicated to the continued learning, enhancing of my level of industry experience, and becoming a respected and successful audio professional.
- Excellent work ethic and commitment to earning trust and responsibility with the ability and readiness to quickly learn most topics; I excel at communicating with both clients and associates, possess full knowledge of a large number of technological devices, type over 60 wpm, and can do high levels of multi-tasking. Reliability, friendly demeanor, high attention to detail and organization, punctuality, and accuracy are only a few characteristics among my many strong personal traits.
- Recommendations and diplomas will be given by demand.