

ALYSON MEIKLE

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VICE PRESIDENT, VIRAL & DIGITAL STRATEGY – Fan Growth, Creator Campaigns, & Shortform Innovation Strategic leader at the intersection of music, digital culture, and creator marketing. Proven track record building award-winning viral campaigns, developing deep influencer and platform partnerships, and driving fan engagement that translates to real streaming impact.

PROFESSIONAL EXPERIENCE

BMG — Director, Digital & Viral Strategy • Los Angeles, CA

Oct 2021 – Apr 2025

Director, Digital Marketing (2023 – 2025)

Sr. Manager, Digital Marketing (2021 – 2023)

Led digital strategy and viral campaign development for BMG's Pop, Rock, and Hip-Hop roster. Managed a team of 5 and collaborated with artist managers, internal teams, and platform partners to execute scalable creator-focused marketing.

- Spearheaded global TikTok and IG Reels campaigns for top-level artists such as 5 Seconds of Summer, leading to Music Ally's "Best Fan Engagement" award in 2022 and developing artists like Pardyalone leading to multi-week charting on Spotify Viral 50.
- Oversaw influencer strategy for multiple Chief Keef songs, landed at #23 on the TikTok x Billboard Top 50 chart.
- Launched the TikTok Search Hub partnership for Jennifer Lopez, securing paid promotion and custom artist landing pages; activated multi-creator drops across coordinated content waves.
- Collaborated with artist managers to sustain virality through the single/album lifecycle, extending content relevance across fan communities.
- Managed digital budgets across high-priority releases; tracked creator ROI and shortform performance to optimize reach and spend efficiency.
- Developed content-first campaign frameworks used across genres including Pop, Hip-Hop/R&B, Rock, and Alt.
- Oversaw campaign ideation and execution for multiple simultaneous releases; managed creator pipelines and pitch decks for internal A&R and marketing.
- Regularly presented real-time reporting dashboards to senior leadership and artist teams, analyzing shortform vitality vs. streaming behavior.

Sundance Institute — Lead, Digital Strategy • Los Angeles, CA

Oct 2018 – Jul 2021

Led digital marketing and content partnerships for Sundance Film Festival and year-round institute initiatives. Managed e-commerce and campaign performance analytics.

- Generated \$1M in first-day sales for Sundance's first online festival via influencer + audience-driven strategy.
- Re-established Instagram/Meta relationship, beta testing Collaborative Stories and launching AR filters across creator accounts.
- Built insight-led reporting systems to support cross-functional teams and improve digital conversion rates.

Concord Music (Fearless Records) — Manager, Digital Marketing • Los Angeles, CA

Mar 2013 – Dec 2017

Manager, Digital Marketing (2016 – 2017)

Manager, Web Assets (2015 – 2016)

Specialist, Social Media (2013 – 2015)

Led digital strategy and social media growth for alternative and rock artists under Fearless Records.

- Built Fearless Records' social footprint to 24M+ followers across platforms in under 3 years.
- Developed viral launch plans that drove 30%+ lift in monthly listeners for new artists within 90 days.
- Oversaw influencer and fan community campaigns that connected niche audiences with breakout talent.

SELECTED ACCOMPLISHMENTS

- **Viral Campaign Leadership:** 5SOS TikTok + Reels campaign earned Music Ally award; drove 7-figure shortform video views and sustained chart impact.
- **Creator Program Strategy:** Built and managed influencer pipelines, pitch materials, and campaign execution docs used across digital teams.
- **Partner-Funded Campaigns:** Secured paid promotion and product placement through Meta and TikTok partner teams.
- **Platform Innovation:** Early adopter of TikTok beta tools, Snap Spotlight features, and IG collaborative content tools.

EDUCATION

Clark Atlanta University

Bachelor of Arts in Mass Communications • May 2009

CORE COMPETENCIES

Influencer Campaign Strategy

Shortform Video Activation (TikTok, Reels, Shorts, Snap)

Fan Engagement & Trend Conversion

Cross-Functional Team Leadership

Creator & Platform Partnerships

Streaming Behavior & Analytics

Campaign Budgeting & Performance Reporting

Global Marketing Execution

Tools: *SQL • Python • Looker • Data Studio • Domo • Chartmetric • Adobe Suite • HTML/CSS*

Let's build what's next in music and move the culture forward.