

Tim Rainey

Los Angeles, CA • tim@timrainey.com • 415-290-8033

<http://www.linkedin.com/in/timothyrainey>

Portfolio: <http://www.timrainey.com>

CONTENT, BRAND, AND SOCIAL EXECUTIVE

Content, brand, and social executive with 15+ years leading multi-market audience, brand, and revenue strategies across media, entertainment, and consumer brands. Proven track record of turning around underperforming portfolios, growing P&L performance, and recruiting & mentoring high-performing teams across iHeartMedia, Audacy, and MediaNews Group that drive measurable business outcomes, including audience growth, revenue acceleration, and market-share expansion.

CAREER HIGHLIGHTS

- **Increased audience KPIs by 61%** at iHeartMedia and **reclaimed #1 audience share** at two different organizations by rebuilding content and brand strategy from the ground up.
- Delivered repeated P&L turnarounds, including **a 160% revenue swing in a single year** at Audacy, **40% year-over-year growth** at Skyline Studio, and **15% revenue increase** at iHeartMedia.
- Built and led teams of 10+ direct reports and contract staff across content, creative, strategy, and influencer functions.
- Led adoption of AI-enabled workflows that improved content development speed, audience insights, trend forecasting, and creative A/B testing efficiency across teams.

EXECUTIVE CORE COMPETENCIES

- Multi-Market Content Strategy
- P&L Ownership & Turnaround
- Influencer & Creator Ecosystems
- Cross-Functional Leadership
- GTM Monetization Models
- Data Analysis & Audience Growth
- Brand Turnaround & Positioning
- Cross-Platform Digital Media
- GenAI Workflow Integration

LEADERSHIP EXPERIENCE

IHEARTMEDIA

Portland, OR

Director of Content & Brand

2024 - 2026

- Recruited by iHeartMedia and **increased audience KPIs by 61%** and reclaimed #1 audience share within 6 months of hire, then delivered 15% annual revenue growth by month 10 by redesigning content strategy, and aligning audience, brand, and monetization priorities.
- Built and led a multi-market team of 10 content creators, strategists, and senior leaders while scaling creator ecosystems across regional and national iHeartRadio portfolios.
- Generated **2M+ annual impressions**, increased earned media value 152%, and improved social engagement 27% through audience-first content optimization, publishing cadence improvements, and culturally relevant real-time activation strategies.
- Directed creator and influencer partnerships across entertainment, retail, tourism, and consumer brands, expanding brand reach and monetization opportunities across national and regional campaigns such as Chumba Casino, Popwell Soda, Jamba, and Disneyland Resort.
- Served as steward of brand voice and content standards across multiple iHeartRadio markets, ensuring consistency with real-time social moments and other enterprise-wide priorities.
- Introduced AI-powered workflows utilizing ChatGPT, Claude, Lovable, and Gemini to improve content ideation, trend forecasting, audience insights, and creative testing efficiency.

MEDIA NEWS GROUP – SKYLINE STUDIO

Orange County, CA

Senior Director, Content Marketing

2022 - 2024

- Increased Skyline Studio, a content-focused boutique agency, **revenue 40% year-over-year, from \$640K to over \$900K**, through P&L ownership, sales optimization, affiliate relaunch initiatives, and expanded GTM offerings.

- Took GM-level ownership across business strategy, revenue execution, and team leadership while aligning creative, content, and influencer teams around integrated growth initiatives such as earned, owned, affiliate, and paid social ecosystems.
- **Boosted social engagement 42%** through creator partnership initiatives spanning talent sourcing, campaign activation, content strategy, and audience optimization.
- Increased new sales conversions by developing UTM measurement frameworks connected to creator/influencer investments and audience analytics directly to business performance.
- Led executive presentations, business development initiatives, and strategic storytelling initiatives that expanded client investment opportunities.
- Managed internal 6-person creative teams and external media partners & vendors in highly produced content creation, video pitches, and sales deck presentations that showcased ideation strategy and execution.

AUDACY (FORMERLY ENTERCOM)

Detroit, MI to Sacramento, CA

Director of Content & Brand Marketing

2012 - 2021

- Scaled annual brand revenue 12%, from **\$6.2M to \$7M in 2019**, through integrated audience growth strategies, increased community engagement and creator/influencer marketing efforts.
- Increased platform KPIs 26% and recaptured #1 audience share in 2018, through long-term audience growth strategies and DTC content initiatives.
- Captured 40K qualified opt-in CRM subscribers within 36 months by architecting a 'content-refocused' ground-up email newsletter marketing strategy, maintaining a 15.3% open rate.
- Expanded website visitors 68% and session duration 43% by strengthening content quality, SEO performance, audience engagement initiatives and app session starts.
- Increased revenue from **\$2.2M to \$5.7M in 2014**, delivering the brand's first profitable year, through enhanced sponsorship strategy and social-first content.
- Recruited, mentored, and led a team of 10+ employees across content, marketing, and sales to improve content ideation, execution, live event activation, and audience growth, first in Detroit, then Sacramento following a company relocation.
- Drove 'Wake Up Call' podcast to an average of 190k monthly downloads in 2019, earning #1 podcast in Audacy, and used on-air and podcast hosting experience to sharpen communication, smarter storytelling and stronger creative leadership.

ADDITIONAL PROFESSIONAL EXPERIENCE

URBAN ONE (FORMERLY RADIO ONE INC)

Indianapolis, IN

Director of Content & Brand Marketing

2007 - 2012

- Promoted from Assistant Director to Director in 2007 and increased audience KPIs while contributing to 14% revenue growth through rebrand positioning and revised content strategy.

TECHNICAL SKILLS

- **Social & Audience Platforms:** Sprout Social, Sprinklr, Later, Asana, Upfluence, IZEA, EchoBox
- **Content & Creative Tools:** Adobe Creative Suite, WordPress, CMS Platforms, CapCut, Wrike
- **Analytics & Measurement:** Google Analytics 4, Domo, Meta Ad Center, Meta Business Suite
- **CRM & Marketing Platforms:** Salesforce, Hubspot, LisTrak, SkimLinks

EDUCATION

UNIVERSITY OF NEVADA, LAS VEGAS

Las Vegas, NV

Bachelor of Arts, Communications - Dean's List Honors

Recipient of John Bayless Foundation Scholarship & Nevada Millennium Scholarship