

# JASON FARRELL

PR Pro / Marketing Communicator / Musician

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## EXPERIENCE

### MEDIA RELATIONS MANAGER INTEL

November 2015 – Ongoing Chandler, AZ

- Produced onsite and subsequent media relations for drone light show efforts at 2018 Coachella Valley Music and Arts Festival
- Managed Korean drone light show media relations during 2018 Winter Olympics from Arizona, which included a Guinness World Records title
- Led Intel commercial, drone light show and thought leadership media relations during 2016 and 2018 Consumer Electronics Show (CES)
- Created and executed global media relations strategy for drone light show events at 2016 Vivid Sydney light, music and ideas festival

### PUBLIC RELATIONS MANAGER FENDER MUSICAL INSTRUMENTS

May 2003 – October 2015 Scottsdale, AZ

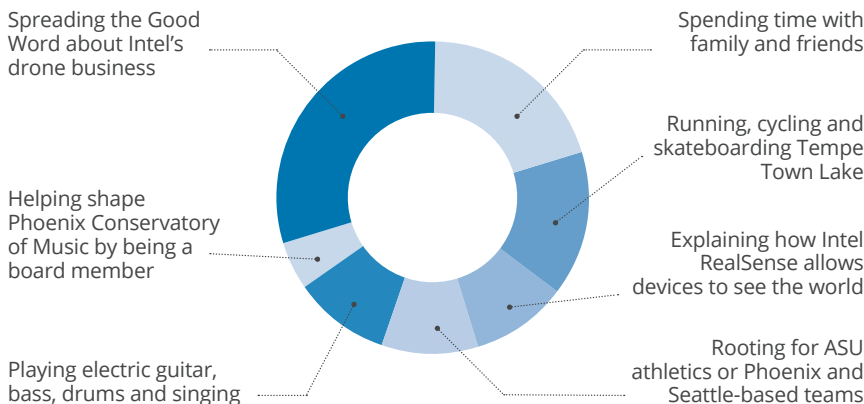
- Oversaw all public relations efforts for Fender's sixteen brands, highlighted by the 60th anniversary of the Fender Stratocaster campaign
- Drafted and edited marketing collateral for Fender Frontline (256-page annual catalog), as well as all other catalogs, brochures and advertisements
- Directed annual Fender Hall of Fame Induction Ceremony; notable inductees include: The Beach Boys, Leo Fender and Jimi Hendrix
- Worked alongside outside counsel and NASDAQ during 2012 Initial Public Offering (IPO), as well as managed FMIC Annual Report

### ACCOUNT EXECUTIVE BARCLAY COMMUNICATIONS

July 2001 – May 2003 Phoenix, AZ

- Strategized public relations plan for Tempe Music Festival, generating \$500,000 worth of publicity drawing 20,000 people to the event
- Coordinated local public relations efforts for Cox Communications, garnering almost \$3 million worth of publicity between 2001 and 2002

## A DAY OF MY LIFE



## LIFE PHILOSOPHY

*"Love early and often, share the gift of music, and be the best you can be – because that's ALL you can be."*

## MOST PROUD OF

- Courage and dedication**  
to attempt to understand drone technology and perceptual computing
- Belief in myself**  
to get my MBA despite my lifelong math struggles
- Musical gifts**  
I've been able to share with my band mates and attendees
- Competitive fire**  
allowing me to post up a much taller defender or finish Pat's Run

## STRENGTHS

- Public Relations
- Marketing Communications
- Media Relations
- Event Management
- Corporate Communications
- Internal Communications
- Investor Relations
- Publications
- Marketing Collateral
- Digital Content Creation
- Marketing
- Advertising
- Drums
- Guitar
- Bass

## LANGUAGES

- English ●●●●●
- Music ●●●●●
- Spanish ●○○○○

## EDUCATION

- Master of Business Administration**  
**Arizona State University**  
May 2010
- Bachelor of Arts in Journalism**  
**Arizona State University**  
May 1998