

James Vorres

Business Development Manager at Packaged Sounds

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Summary

Creative and driven music industry professional with over 10 years' experience. Proven track record of success and growth, including growing Juno Download the 2nd largest digital dance music retailer via marketing initiatives and building Juno Distribution from an internal department to a large physical distribution arm with 50+ record labels.

I have a passion for music, running my own record labels since 2010 and have produced music for Sony Adverts, Olympic Bids and record labels including Defected.

I have sat on the PRS Momentum Funding committee and the Generator Artist Development Funding panel. I have given industry talks at The London Electronic Music Event, ADE, Generator and various educational institutions in London.

Experience

Business Development Manager at Packaged Sounds

June 2017 - Present

Handling new business acquisitions and sales management for Packaged Sounds.

Specialising in pressing 7" and 12" vinyl, limited edition/specialist box sets and bespoke packaging solutions.

Director/Founder at Distinct Distribution LTD

July 2015 - December 2016 (1 year 6 months)

Founded my own physical distribution company in the summer of 2015. The company's main focus was to bring to market limited edition physical formatted music. Grew the company from scratch signing 20 labels in the first year, with over 25 releases on vinyl and cassette tape. Unfortunately, due to a supplier going bankrupt I had to wind the company down.

- Built and maintained a 250+ client list of record stores & independent sellers world wide
- Designed the company branding and website
- Implemented a D2F system for labels physical record sales, increasing overall sales by 25%
- Brokered deals with manufacturers, couriers & warehousing
- Accounting, Invoicing, Royalty Payments, Tax Returns, VAT

Business Development Manager + Label A&R at Juno Distribution Ltd.

January 2013 - May 2015 (2 years 5 months)

I was tasked with creating and establishing Juno Distribution as one of the main Physical Distributors within the UK and Europe. Signed in excess of 50 labels, increasing the release schedule from 10 releases per month to 10+ releases per week within one year. Brokered two main deals with pressing plants, reducing the cost of manufacture by 15%. Setup a digital distribution partner increasing label by label revenue by 20%. Brokered a deal with Shazam, utilising Juno's unique vinyl catalogue to add otherwise un-fingerprinted vinyl only audio to their systems, with a direct sales link from the shazam app to Juno's site.

- Built up a client list of 300+ record stores and independent sellers world wide
- Implemented departmental KPI's
- Promote the company brand to key buyers, ensuring their knowledge is current and appropriate
- Able to increase label signup by approaching artists directly and helping them create imprints
- Guided labels through the release process from A&R to manufacturing.
- Assisted the labels with release marketing and strategy.
- Analysed sales/costs data to ensure ROI's were being met label by label

Label Owner/Manager at Scucci Manucci + Manucci's Mistress

November 2010 - November 2014 (4 years 1 month)

Founded a vinyl and digital record label focusing on underground Disco, House and Techno. Grew the label from a review blog to full independent record label, gaining a BBC Radio 1 play by the fourth release, regularly selling out of 500+ vinyl and gaining numerous number 1 spots across Beatport, Traxsource, Juno Download & other retailers. Grew and managed a social following in excess of 15'000 users across various social platforms and surpassed a million plays on soundcloud.com.

- Organised retail marketing and promotion with iTunes, Beatport, Spotify & Traxsource
- Artists included: Waze & Odyssey, Toyboy & Robin, Casino Times, Zoo Look and Mella Dee
- Processed and dealt with all royalty payments to artists from various sources
- Critical acclaim across print and online media, including; Mixmag, DJ Mag, XLR8R & RA.
- Licensed tracks to compilations including; Defected, Ministry Of Sound, Watergate, Fabric

Marketing Manager at Juno Download

August 2009 - January 2013 (3 years 6 months)

Headed up the marketing department for Juno Download, a digital music ecommerce site for over 3 years. Grew the sites customers by over 300% within 3 years, resulting in an average of 2 million engagements per day. Applied SEO knowledge, in particular the addition of Juno Plus, an in house blog, to achieve a top 500 category rank on alexea.com. Reduced the sites bounce rate by over 30% through targeted marketing to first time customers. The site became the worlds 2nd largest dance music retailer within 4 years of existence.

- Managed a 3-person team of genre experts and marketing assistants
- Managed Google AdWords campaigns alongside other PPC/Biddable campaigns

- Measured and analysed campaign ROI's for senior management
- Used Google Analytics to create detailed site and campaign performance reports and presentations
- Responsible for building and maintaining strategic partnerships with key industry companies
- Campaign Partners included: Warner Brothers, Yamaha Pro Audio, NAMCO Bandai, Fatboy Slim.
- Managed and coordinated store features across all marketing platforms and social media
- Reported directly to the Managing Director

ICT Project Manager at North Yorkshire County Council

September 2004 - September 2006 (2 years 1 month)

Started as eGovernment Support Officer in 2004. After 6 months I was promoted to a full eGovernment Officer for the Education Service. Through my knowledge of ICT and working with internal developers I reduced departmental spending by a third in 18 months.

- Assessing departmental ICT needs
- Procuring and implementing solutions on schedule and on budget
- Used MS Project Manager to organise, budget and implement projects
- Created departmental project briefs for internal and external partners
- Stayed up to date with technological innovation and current trends

Education

The University of Salford

Bachelor of Science (BSc), Professional Sound & Video Technology, 2008 - 2009

Manchester College of Arts and Technology

HND, Music Production, 2007 - 2009

Northallerton College

A Levels, Physics, Business, ICT & Media, 2001 - 2003

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[Contact James on LinkedIn](#)