

## Contact

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(Personal)

## Top Skills

Record Labels

Workload Prioritization

VBA Excel

## Languages

Italian (Limited Working)

Spanish (Limited Working)

English (Professional Working)

## Certifications

Navy Course: D-555-0005, Naval  
Aviation Maintenance Logs and  
Records Management

Navy Course: D-600-0308, E-2/  
C-2 Non-designated Airman/Plane  
Captain Practical Job Training

Navy Course: D-600-0601, SQ  
INDOC

Navy Course: X-777-7770, Basic  
Military Training

Navy Course: X-777-7771, US Navy  
Airman Apprentice Training

## Honors-Awards

AZ3 Petty Officer Third  
Class - Aircraft Maintenance  
Administrationman

# Chance Birdsall

U.S. Navy Decorated Desert Shield/Desert Storm Combat Persian  
Gulf War Veteran Advocate

Albuquerque, New Mexico, United States

## Summary

Present a substantial track record of more than 30 rewarding years of achieved success earmarked by consistent promotions and increased job responsibilities. Ongoing success in the music industry demonstrates my capacity to seamlessly transfer acquired skills to new endeavors.

Highly-effective leadership, communication, motivational and inspirational skills achieved with an evolving group of successful and respected local/national Non-profits and Corporations. Helping to build a better community and a better world.

Experience in:

A.I. Artificial Intelligence

Military

Aviation

Artist Management

Music/Film/Media Entertainment

Social Media

A&R Music Research Analyst

Media Marketing

Operations Manager

Business Management

Food/Hospitality

Retail Grocery

Retail Merchandising

Team Lead

Event Specialist

Tour Manager

Event Production

Brand Ambassador

Corporate Sponsorships

Sales

Creative Fundraising

Direct Giving Campaigns  
Advertising

Federal Clearance - Secret

“If there is any one secret of success, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own.” - Henry Ford

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## Experience

Kroger Advantage Solutions  
Kroger Smith's Team Lead Event Specialist  
February 2023 - Present (10 months)  
Albuquerque, New Mexico, United States

- Interact in a friendly, enthusiastic, and outgoing manner with management and customers.
- Able to work independently and as a motivated team player.
- Generate brand awareness and positive product impressions to increase sales.
- Assess customers' needs and interests in order to best recommend products.
- Set up, break down, product preparation and sampling during in-store demonstrations.
- Timely completion of all call reports, paperwork, and on-going training by required deadlines

US Navy  
33 years 5 months

Desert Shield/Desert Storm                      Combat Persian Gulf War  
Veteran Advocate  
October 1995 - Present (28 years 2 months)  
Albuquerque, New Mexico Area

Veteran Advocates are the Proud men and women who have served their country Honorably dedicated to a lifelong commitment helping Veterans of all eras, their military family members and being on call 24/7 accepting the call to duty helping our fellow servicemen & women who are currently serving both here at home and around the world overseas on combat deployments.

Veteran Advocates are Proud readily available & always assisting fellow veterans needs helping them find the immediate PACT-patient aligned care they need, including VA benefits advocacy, immediate food, SSVF/HUD VASH housing benefits, employment, training, legal aid and more.

The need providing Veterans services has never been greater

- Gulf War History:

August 1990 is when the Gulf War first started -  
pre-9/11 Desert Shield/Desert Storm era

OIF/OEF • Operation Iraqi Freedom & Operation Enduring Freedom veterans combined with the current 2.5 million Americans who have served in Iraq and Afghanistan makes it the longest U.S. military armed conflict in which the United States has ever been a participant.

- Veteran Advocates help with Public awareness programs that shine a consistent spotlight on the needs of America's veterans.

"The Veteran's Creed inspires veterans to continue to serve and lead. ... The creed is meant to inspire veterans to continue to serve and lead in their communities and our country, and to continue to make a difference in our world."

AZ3 Petty Officer Third Class - Aircraft Maintenance Administrationman  
July 1990 - October 1995 (5 years 4 months)

Sicilia, Italy

- Perform administrative, managerial, and clerical duties required in implementing and supporting the Naval Aviation Maintenance Program (NAMP).
- Plan, program, coordinate scheduled & unscheduled maintenance tasks and the incorporation of changes and modifications to aircraft and equipment.
- Collect, compile, analyze, and record data pertaining to the history, operation, maintenance, configuration, receipt, and transfer of naval aircraft and related aeronautical equipment.
- Prepare reports and correspondence.
- Determine requirements for the requisition, control, and issue of change kits.
- Requisition departmental instructions, forms, and technical data.
- Organize, maintain, and operate technical libraries.
- Perform other duties as required when attached to organizational, intermediate, and depot maintenance activities or aviation staff commands.
- Set up and maintain status boards, aircraft records, historical files, aircraft log books.

- Manage, update and file aircraft files, Airframe/Engine log books, change archives, initiate scheduled maintenance action forms and analyzed priority to maintenance projects.

- MOS AZ - Included Assisting Aircrew/Load Master/Plane Captain – heavy lifting, aircraft towing, washing aircraft while maintaining mishap free air to sea and air to ground carrier combat support and combat operations in United States Navy Atlantic 6th Fleet for three specific aircraft at Naval Station Sigonella Sicily. Assigned to VR-24 Fleet Logistic Support Aircraft Squadron (T-39 Learjet & C-2A Northrop Grumman Prop) And HC-4 (CH-53 Black Stallion Helicopters)

- Gulf War Conflicts & Operations

- U.S. Navy # Atlantic 6th Fleet

- Combat Fleet Carrier Aircraft Support -

- USS Roosevelt & USS Eisenhower

- Desert Shield/Desert Storm (1990-1991)

- Gulf War Det Bahrain & Iraqi No-Fly Zones (1991-94)

- ComNavAir Det Crete/Turkey (1991)

- Fleet Support Det Scotland/Norway (1992)

- Operation Provide Comfort (1991-1995)

## Paromi Tea

Rocky Mountain Team Lead/Brand Ambassador

November 2016 - January 2018 (1 year 3 months)

Albuquerque, New Mexico Area

Paromi Tea is an oasis from the ordinary. We start with exquisite, carefully selected ingredients. Then, we meticulously combine them in small batches, testing until we reach the perfect balance. We protect the artfully blended finished product in an opaque glass jar so it retains its freshness and integrity on the journey to your cup. The result is uncommon - tea that looks, smells, and tastes unlike any you have tried. Savor the escape.

<http://www.paromi.com>

## Hood & Associates

Executive Legal Assistant / Program Analyst / Office Manager

October 2008 - April 2012 (3 years 7 months)

Austin, Texas

- Allocate, assist and accurately prepare and/or update all legal client and business correspondence, reports, presentations or other information which may be distributed to other internal departments or external companies and/or service providers.
- Demonstrate the composition and typing of technical, confidential documents electronically, routine letters, memos, and classified legal documents.
- Receive, screen and prioritize incoming telephone calls.
- Independent thinker capable of providing answers to questions not requiring the Attorneys' attention as appropriate.
- Communicate Attorneys' instructions to others as necessary.
- Coordinate initial travel arrangements and subsequent changes as required.
- Organize, maintain and coordinate Attorneys' In-house departmental and external meetings and events.
- File department files electronically, centralized court systems, virtual file system, as well as section hard copy files when appropriate.
- Possess interpersonal skills and legal knowledge needed to become a trusted resource for staff throughout the organization.
- Knowledge of quantitative and qualitative analysis methods and ability to perform queries and build ad-hoc reports for use in performing analysis and using interpersonal skills in presenting staffing recommendations and negotiating solutions.

## Brand Connections

### Event Manager

March 2008 - June 2010 (2 years 4 months)

Austin, Texas - Los Angeles, California

### Abbott Nutrition

#### ZonePerfect® Nutrition Bars

Nationwide Tour w/VH1 Save The Music Foundation:

- Event Manager for two back to back successful years representing and promoting ZonePerfect® Nutrition Bars in March 2009 launching its inaugural Platinum sponsorship at South By Southwest Festival Conference in Austin, Texas, returning Premier Sponsor in 2010.
- Directed and facilitated a large scale industry event in June 2009 launching ZonePerfect® Nutrition Bars inaugural Premier sponsorship for Film Independent's 2009 Los Angeles Film Festival in Los Angeles, CA returning Premier Sponsor in 2010.
- Developed, planned and executed mobile marketing tours multi-tasking involving setup and break downs for next event.

- Responsible for field team hiring/training/management.
- Effectively helped assist client creating a training program for SXSW and Los Angeles Film Festival leading daily successful onsite training sessions.
- Tracked and recorded all product inventory daily for procuring premiums, uniforms and other event related materials to corporate and client.
- Responsible for ensuring program-related shipping logistics are satisfied, precise and accurate on-time.
- Conducted venue and event research/scheduling/contract negotiations.
- Responsible for developing a Marketing Research solution to enable us to conduct Pre and Post Market Research.
- Maintained daily up to date event budgets and event reports, creating mobile tour schedules for my event staff procuring appropriate permits.
- Mentored an outstanding team recognized for working together, using set goals, led to effective team building in helping Abbott Nutrition partnership with VH1 Save The Music Foundation provide over \$43 million worth of new musical instruments, donated to more than 1,600 public schools in more than 100 cities around the country, impacting the lives of more than 1.2 million public school students.
- Zone Perfect Nutrition Bar Brand Ambassador at South By Southwest Austin, Texas in 2008.

## Warner Bros. Records

A&R/Celebrity Personal Manager/Record Label Facility Coordinator

October 1999 - May 2000 (8 months)

Tokyo Japan / Los Angeles California

A&R/Marketing/Facility Coordinator @

Extasy Records International/Warner Japan/Los Angeles to "Yoshiki Hayashi" 'XJAPAN', Internationally Multi-Platinum and Award-winning Artist, Music Performer, Music Producer, Composer & Songwriter.

### Responsibilities:

- Possess strong technical, solid organizational skills, interpersonal/relationship building skills and excellent written and verbal communication skills.
- Demonstrate ability to multitask/work under pressure/juggle conflicting priorities and deadlines and in depth understanding of the music business.
- Flexible on worksite location gathering and analysis of data, in support of identifying talented new music artists.
- Strong knowledge of music across all popular genres, general insight into the music business and its organizational structure, a strong understanding of how

major music websites and apps work (including API), and strong technical, organizational and communication skills.

- Track, cross-reference and filter information from Soundscan, Mediabase, social media aggregators, radio airplay charts, retail store charts, music blogs, tipsheets, social networks, blogs, message boards, digital music data, user-generated content.

Identify trends and potential signings based on research conducted.

- Provide daily and weekly reporting of outstanding artists, relevant activities and key performance indicators.

- Travel to and attend live shows at clubs, showcases, concerts, and other venues.

- Develop and maintain relationships with industry insiders (managers, agents, attorneys, concert promoters, radio promo reps, retail contacts, trade and consumer press)

## Virgin USA

### A&R-Artist Development Representative/Artist Touring & Booking Internship

June 1997 - October 1999 (2 years 5 months)

Greater Los Angeles Area

- Personal assistant to artists on roster performing in Nashville, TN handling travel arrangements, booking, concert venue ticketing working directly with Regional Marketing Director.

- Administrative assistant and A&R.

#### Accomplishments:

- Pioneered Nashville street marketing for label and maintained a new customer and client base.

- Label representative at major business' and industry functions.

- Set up, supervised and trained staff for on-line tracking marketing projects.

## Leaving Memories Music Entertainment LLC

### Music Manager

January 1997 - May 1998 (1 year 5 months)

Greater Nashville Area, TN

- Lead social media relations program, working in tandem with publicity, to pitch and motivate consumers featuring A&R, digital music, video and products through content, news, photos, videos, exclusives, promotions.

- Oversee a group of administrators who act as digital publicists, interacting with smaller news sites and fan sites.

- Help develop new processes that streamline online outreach and measurement of impact.
- Liaison with Publicity on consumer facing Social Media PR Stunts and campaigns in support of new & upcoming Artists product.
- Create, develop & manage content for website working with content management software.
- Coordinate web projects across departments.
- Maintain a consistent look and feel throughout the site and external communications about the site.
- Copy, edit and proofread all web content uploaded to the site.
- Prepare sales material and pitches for company's Word network of bloggers to potential clients.
- Assign and manage team member to oversee campaigns and ensure that all campaign management deliverables are being met per the campaign procedure docs.
- Working with a cross-departmental team (publicity and audience development) to maintain and develop the master content calendar for the site.
- Serve as an affiliate relations executive with our network of bloggers and fan sites to truly harness their efforts in a concerted and effective way.
- Manage celebrity and VIP client communications and needs for all campaigns.
- Attend both internal and external client meetings as needed.
- Coordinate necessary approvals for all campaign elements.
- Coordinate client deliverables with team member and campaign projection documents, legal contracts, campaign optimization reports and recaps.

## EMI Music

Executive Assistant/Promotions/Intern

March 1996 - June 1997 (1 year 4 months)

Greater Nashville Area

Internship at Capitol Records-EMI Nashville, TN.

- Manage all distributions of marketing materials.
- Label liason providing promotional sales assistance and representation at music industry functions and seminars.
- Handle travel arrangements, administrative assistant for A&R department.

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## Education

Belmont University



Music Business, Marketing, Entertainment Studies, Business  
Management · (1997 - 1998)

University of Maryland University College  
Business Administration and Management, General · (1992 - 1993)

Pagosa Springs High School  
High School, Music/English/Art · (1986 - 1990)