

RICHARD LATHROP

Marketing - Operations - Music - Production - Creative Direction

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DJ, music producer, live event production specialist, and marketing and operations professional with 11+ years embedded in electronic music, nightlife, and live entertainment. Born in Chicago, raised in Eugene, OR, and now based in Boston - the throughline has always been music and the spaces built around it. Built and run marketing systems, artist campaigns, label infrastructure, national event pipelines, and live production operations across Boston and beyond. Equally at home behind a CDJ, inside an ad manager, running a greenroom, or shipping a product from scratch. Nominated, Boston Music Awards 2025 - Graphic Designer of the Year. Registered ASCAP composer. Shares original photography and video on Pexels (@richardlathrop) for free creative use. Die-hard moviegoer, on Letterboxd at @ghostnaps.

CURRENT WORK

Founder & Creative Director *Third Polar Arch 2012 - Present*

Independent creative and consulting umbrella spanning marketing strategy, brand development, operations, and digital product development. Founded in 2012 as a vehicle for client work, artist projects, and independent tools. Richard ideates, builds, and executes everything under this umbrella - strategy through delivery. Active projects and verticals:

Darkroom - Meta Dark Ads Agency 2025 - Present

- Founded and operates Darkroom, a Meta dark ads agency purpose-built for music, nightlife, and entertainment. Runs hyper-targeted Instagram and Facebook dark post campaigns that drive ticket sales, grow audiences, and fill rooms.
- Handles all client-facing strategy, campaign architecture, audience segmentation, creative direction, copy, and performance reporting from intake through delivery.
- Built a full-stack client portal with intake flow, campaign briefing system, AI campaign assistant, and admin dashboard to support scaling client operations.
- Actively prospecting and onboarding clients across nightlife, live events, and entertainment verticals.

Ghostnaps - DJ & Music Producer 2013 - Present

- Independent electronic artist with 2M+ cumulative streams, a release on NoCopyrightSounds, and collaborations with Father and BigBabyGucci.
- Released second full-length album TAKE ME WITH YOU!! (2025) - personally led concept, production, mixing, and full creative direction across audio, visuals, and release strategy.
- 200+ live performances across Oregon, Washington, California, and Massachusetts - spanning clubs, festivals, college events, and support slots for national touring acts.
- Featured in Beatport's Beatportal editorial and LabelRadar; covered multiple times by the University of Oregon's Daily Emerald.

Client Services - Marketing, Creative & Operations 2012 - Present

- Executes marketing, creative direction, web design, and operations projects for third-party clients across music, nightlife, entertainment, and beyond.
- Past and current clients include Amazon Music, Monster Energy Outbreak Tour, Live Nation, Jake Shore, and others across brand campaigns, event marketing, digital advertising, creative production, and artist development.
- Services span paid media strategy and execution, brand identity, web design and development, social content direction, copywriting, and operational consulting.

Digital Products & Tools 2015 - Present

- SIMPLEMKTGTLBX - a clean, free marketing toolkit with QR generator, templates, and shortcuts that actually work. Ideated, built, and maintained solo.
- OOGenerator - out-of-office messages ranging from professional to deeply unhinged.
- CantAirdroplT - a file compressor for when something's too big and AirDrop won't cooperate.
- SET TIME - music industry life simulator. You play as an artist or agent - booking gigs, managing the grind, watching things go sideways. Fully ideated, designed, and shipped with regular updates.
- Alarm Club (alarmclub.boston) - Boston civic gaming app where players photograph and claim fire alarm boxes across the city, contributing to real civic data accuracy. Built on React and Supabase with geolocation-based gameplay.

- Stillpoint - mindfulness and meditation app focused on accessible mindfulness tools.
- OfficiallyWrong - a humorous digital certificate service for documenting life's bad takes and wrong calls.
- ExcuseNote - Generate beautifully absurd excuse notes for every obligation you'd rather skip.
- ChecklistVault - 400+ free, actionable checklists for business, life events, and personal projects.
- XButY - A concept generator for when what if needs to meet why not.

Production Manager / Marketing & Operations Consultant / VJ *Slacker Media Group Oct 2021 - Present*

Multi-role contributor at Slacker Media Group, a touring entertainment company operating theme-driven event brands across consistent national shows - including Slacker University, It's A 2000s Party, Splinky Rave, and Unplugged.

Production Manager *2026 - Present*

- Manages and executes on-site production for live events across the country, working across multiple brands and markets simultaneously.
- Assembles and runs whatever the show requires - CDJs, audio mixers, lighting controllers, CO2 systems, LED panels, hologram fans, and video switching infrastructure, depending on the event.
- Operates LED wall and hologram fan systems as part of the visual production build - traveling with, maintaining, and setting up this equipment across all touring markets.
- Runs live visuals and LED content using Resolume and NovaLCT - managing video mapping, content triggering, and real-time playback during shows.
- Supports performers with Serato setups and handles all technical troubleshooting under live pressure.
- Coordinates directly with venues and the Slacker team to ensure clean execution from load-in to last call.
- Maintains and inventories production equipment across the touring operation.

VJ - Splinky Rave *2025 - Present*

- Live VJ for Splinky Rave, Slacker's highest-energy touring brand - running real-time visual sets from behind the scenes using Resolume, synced to the DJ and show flow.
- Operates LED wall and hologram fan content live, triggering and mixing visuals in real time to match energy, music, and moment.
- Touring consistently across national markets as the show's visual operator, fully integrated into production and creative direction.

Operations & Marketing Consultant *2021 - Present*

- Managed national show pipeline of 200+ events annually across all Slacker brands from 2021 through 2024 - overseeing advance work, logistics, artist travel, hotel, day sheets, and on-site execution across dozens of simultaneous markets.
- Built operational playbooks and brand standards that scaled a regional program into a multi-brand national touring operation.
- Routed talent assignments and managed advance logistics across all show series and schedules.
- Now consults on operations, marketing strategy, Meta ad campaigns, and coordination as needed - advising and executing across the portfolio where relevant.

PAST WORK

Ad, Data & Systems Lead *Big Night Entertainment Group Jun 2023 - Feb 2026*

Held multiple concurrent roles across marketing, talent, creative, and label divisions of one of New England's most prominent live entertainment companies - spanning Big Night Live, The Grand Boston, Memoire at Encore Boston Harbor, Shrine at Foxwoods Resort & Casino, Guy's Foxwoods, High Rollers Foxwoods, PLAY Boston, VERSUS Boston, bsmnt, and Boat Cruise Boston.

Ad, Data & Systems Lead - BNEG Marketing *2023 - 2026*

- Oversaw paid advertising across Big Night Entertainment Group's brand and venue portfolio - live music events, restaurant and lounge events/specials, nightlife activations, and brand initiatives from on-sale through show night.
- Managed marketing operation for Big Night Live end-to-end: coordinated with the box office at on-sale, drove ticket velocity campaigns through show, directed content on site, coordinating with influencers, local and national partners, media outlets, and more.
- Planned and executed billboard and out-of-home campaigns alongside digital - managed media buys, creative direction, and placement strategy across all channels.

- Led paid advertising for CardVault by Tom Brady at both the corporate and individual store level, including Causeway Card Show, Fenway Card Show, CardVault Card Show at Gillette Stadium, in-store appearance marketing, event campaigns, new releases, and Now Hiring initiatives for new locations.
- Managed email and SMS marketing for CardVault by Tom Brady - weekly campaigns to segmented Sports and TCG (Trading Card Game) audiences, and SMS campaigns for priority releases, deals, promotions, and in-store events.
- Tracked performance across all campaigns and reported weekly to leadership - ad spend, conversion data, campaign effectiveness, and optimization recommendations.
- Drove forward growth through research, implementation, and optimization of marketing systems and platforms that improved team efficiency across the board.
- Collaborated cross-functionally with marketing, creative, and operations teams; grew marketing deal contacts with external companies and media partners.
- Collaborated with Live Nation on national co-promotes; ran campaigns for Travis Scott, Tiesto, Deadmau5, and dozens of international touring artists.
- Key contributor to the launches of bsmnt (underground house music club in Downtown Boston) and PLAY Boston (nightlife destination near TD Garden).

Marketing Manager - NV Concepts *2021 - 2026*

- Oversaw all marketing for NV Concepts' live event portfolio and served as the marketing liaison between the Boat Cruise Boston team and artist teams - helping shape content and marketing strategy for the summer series.
- Coordinated and advanced hard-ticket shows at venues including Sonia and The Middle East - handling everything from advance logistics and artist travel to day-of hospitality alongside marketing and promotions.
- Managed all ticketing for Boat Cruise Boston and the Boat Cruise Summer Series - approximately 30-40 cruises per summer season - including inventory management, discounting strategy, and box office coordination.
- Ran NV Concepts' brand presence across social platforms - content strategy, community growth, and audience development.
- Coordinated large-scale marketing deals with Live Nation, AEG, Elements Music and Arts Festival, DEG Presents, and more.

Operations Manager - Big Night Talent *2021 - 2026*

- Day-to-day management of artists across electronic, pop, and alternative - DSP rollouts, social content, digital advertising, and full campaign strategy.
- Roster included Jake Shore, Kastra, Sam James, and Z3LLA.
- Executed brand outreach campaigns across the full artist roster, targeting sponsorships, placements, and partnership opportunities.
- Managed publishing, SoundExchange, and neighboring rights for artists on the roster.
- Led playlist pitching, playlist trades, blog pitching, radio pitching, and sync pitching where applicable.
- Managed label communications, legal coordination, and high-level business strategy across the talent division.
- Directed DSP releases in partnership with major labels and artist managers, ensuring multi-platform rollouts hit on time and on brand.
- Led paid social ad strategy across TikTok, Instagram, Facebook, and X to amplify artist reach and engagement.

Label Manager - Big Night Records *2022 - 2026*

- Built Big Night Records' label operations from the ground up - functioning as label manager, marketing manager, A&R lead, and operations director.
- Oversaw the full release cycle for every artist on the roster: A&R, contracting, distribution, DSP servicing, release scheduling, publishing, neighboring rights, and sync pitch preparation.
- Led all outward-facing label marketing: playlist pitching, blog and press pitching, radio servicing, and campaign strategy from announcement through post-release.
- Label alumni include Jake Shore, Dillon Francis, Rich The Kid, BabyJake, K1N, Madds, and Bradeazy.
- Interviewed by LabelRadar about the label's model, mission, and the work of running an artist-first operation within Big Night Records.

Label Manager - STARS of the Spectrum Records *2025 - 2026*

- Led the founding and launch of STARS of the Spectrum Records in partnership with The Doug Flutie, Jr. Foundation for Autism - a first-of-its-kind label operating 100% to the artist, built specifically for artists on the autism spectrum.
- Designed and built the label's full infrastructure from scratch: A&R process, contracting, distribution setup, release workflows, marketing, and artist onboarding.
- Provided artists with the tools, guidance, and platform to build and sustain real careers in music - bridging nonprofit mission with fully functional label operations.

Social Media Marketing Intern / Artist Management NV Concepts *Jan 2020 - May 2021*

- Joined NV Concepts as a social media marketing intern, building and executing ticket sales campaigns for venues across Massachusetts, Connecticut, New York, and New Jersey - including Big Night Live, House of Blues Boston, The Middle East, The Grand, Shrine Foxwoods, and Empire Live.
- Supported front-of-house operations for hard-ticket shows, working directly with artists including i_o, JVNA, Vincent, and deadmau5.
- Promoted to artist management - oversaw creative campaign execution for four electronic artists, including YouTube visualizers, Spotify and SoundCloud playlist campaigns, and coordinated label and manager outreach.
- Developed and executed social media and ad content strategies across TikTok, Instagram, Facebook, and Twitter, driving audience growth across all managed acts.
- Contributed to campaigns for Ultra Music Festival, Tchami, and Big Night Entertainment Group.

Executive Producer Virtual Valley Music Festival *Mar 2020 - Jun 2020*

- Produced Covchella (May 2020) - a live-streamed charity event featuring 14 Pacific Northwest acts, raising \$1,401 for Food For Lane County during the early COVID lockdown.
- Produced Virtual Valley Music Festival (June 2020) - 23 regional acts, \$2,500 raised split between Black Lives Matter and the Oregon Food Bank.
- Independently handled all event production, artist coordination, streaming infrastructure, social promotion, and press from scratch.
- Coverage in the Eugene Weekly and the Register-Guard.

Guest Operations Superfly *Nov 2019 - Jan 2020*

- Supervised guest flow through an interactive pop-up experience, ensuring smooth operations and a consistently high-quality environment for all attendees.
- Collaborated with Team Leads to coordinate staff duties, troubleshoot issues in real time, and maintain show quality throughout the run.
- Delivered attentive front-line customer service across a fast-paced, high-volume experiential activation.

Assistant to Programming Director The WOW Hall *Apr 2019 - Jul 2019*

- Assisted the Programming Coordinator with booking across genres at the 600-capacity all-ages venue in Eugene, OR - maintaining direct relationships with agents and managers at major talent agencies.
- Contributed to sponsorship and partnership development with local organizations to grow the WOW Hall's brand presence across Oregon.
- Long-time volunteer at the WOW Hall prior to this role - ran social media and poster campaigns and worked shows across lighting, door, and floor from 2013 to 2019.

Director of Social Media InSight Events *Mar 2016 - Aug 2019*

- Produced and promoted 50+ hard-ticket EDM events across Eugene, OR and the Pacific Northwest, featuring Cashmere Cat, Mura Masa, GRiZ, EPROM, Gryffin, Ekali, and others.
- Built and ran all social media, digital marketing, and community strategy - establishing InSight Events as the premier electronic music promoter in Eugene, OR.
- Collaborated with Paradigm Talent Agency and Circle Talent Agency on booking, advance work, artist relations, and physical and digital campaign execution.
- Managed all on-site production coordination, ticketing operations, and artist hospitality for every event.
- Developed the brand's visual identity, content voice, and audience engagement strategy from the ground up.

Co-Founder BindeBros *2013 - 2016*

- Co-founded BindeBros, an Instagram-based photo sharing community centered around creative photography. Built an engaged online audience before developing the concept into a fully functional paid web platform.
- Hired and managed a small development team to build the platform from scratch; oversaw product direction, design, and feature development throughout.
- Led all marketing and community growth strategy, scaling to 200+ paid users.

Street Team Coordinator & Marketing Assistant OneEleven Music *2011 - 2013*

- Coordinated street team operations and on-the-ground marketing for a regional concert promotion company running shows with national touring acts including Dillon Francis, Krewella, and Excision.
- Managed poster and flyer distribution across Eugene and surrounding markets, hardcopy ticket sales, and on-site social media coverage at events.
- Served as an on-site brand ambassador - working events from doors through close and contributing to the overall fan and artist experience.
- Helped coordinate physical marketing efforts for Kaleidoscope Music Festival 2013, headlined by Nas and Empire of the Sun.

Editor Edge Music News *Mar 2013 - Mar 2020*

- Published 100+ articles and interviews across seven years, covering artists, festivals, and culture in the electronic music space - including features with RAC and Odd Mob.
- Built editorial partnerships with Vans Warped Tour, Live Nation, AEG, and Universal Studios.
- Hosted the Edge Music News Podcast, which peaked at 35,000 weekly listeners across platforms.
- Developed the publication's voice and editorial direction, covering touring news, artist profiles, releases, and music culture on a consistent publishing schedule.

PRESS & FEATURES

Beatportal (Beatport) - Featured in "Keep Going: Why Every 'No' Brings You Closer to 'Yes'" alongside ARMNHMR, Whipped Cream, and others.

LabelRadar - Interviewed about the label management model and operations behind Big Night Records.

Eugene Weekly - Coverage of Virtual Valley Music Festival and its charity fundraising efforts.

The Register-Guard - Coverage of Virtual Valley Music Festival.

Daily Emerald - Multiple features covering Ghostnaps releases and live performances in the University of Oregon's independent student newspaper.

EDUCATION

B.A., Business of Creative Enterprises Emerson College *Sep 2019 - May 2023*

- 3.75 GPA.
- Minor in Music History & Culture.
- WECB Radio DJ for 5 semesters across two shows: Ghostnaps & Friends (2019-2020) - artist-based talk and music show on Friday nights; High Rise Radio (2021-2022) - album review show co-hosted with Ben Sher.
- WECB Live Events Team.
- WERS Radio Promotions team.
- Sigma Alpha Epsilon: Marketing Chair (5 semesters), Recruitment Chair (1 semester), President (full year).

State of Oregon Honors Diploma South Eugene High School *Sep 2015 - Jun 2019*

- 3.92 Unweighted GPA.
- Produced and directed The Axe Report - a monthly video announcements program broadcast to all 1,500 students at South Eugene High School. Wrote, directed, and edited two years of episodes, each approximately 5 minutes and shown school-wide in class.

SKILLS & TOOLS

Marketing & Advertising: Meta Ads Manager (dark posts, retargeting, lookalike audiences), Google Ads, Snapchat Ads, X/Twitter Ads, Reddit Ads, email marketing (Mailchimp, Klaviyo), SMS marketing, social strategy, content direction, paid social, campaign analytics, billboard/out-of-home, experiential, radio, blog/press editorial

Business & Strategy: Copywriting, sales, business development, client acquisition, contract negotiation, partnership development, sponsorship outreach, talent buying consultation, budget management, vendor relations, brand strategy, pitching, cross-functional team leadership

Operations & Systems: Show advancement, artist logistics, tour management, day sheets, travel coordination, venue coordination, ticketing management (inventory, discounting), CRM, data infrastructure, Airtable, Supabase, project management, label operations, A&R, distribution, publishing administration

Live Production: Resolume (VJ/visuals), NovaLCT (LED), Serato, audio mixers, lighting controllers, CDJs, CO2 systems, LED wall operation, hologram fan systems, live event production, stage and technical management

Music & Creative: Ableton Live, audio production, mixing, A&R, DSP distribution, creative direction, graphic design (Boston Music Awards 2025 - Graphic Designer of the Year nominee), visual branding, Photoshop, Adobe Premiere

Development & Product: React, HTML/CSS, Supabase, product ideation and development, digital tool creation and maintenance