



**Atlantic Records is one the oldest record companies in the world, founded in 1947**

**Services Provided:** Strategic Consultation, Press/Media Relations

**Goals Achieved:** Album Sales, Radio Streams, Digital Streams

**Key Highlights:** Worked closely with the Public Relations team and the Radio Programming department to craft implementation and distribution strategies for the promotion of radio singles for a variety of hip hop artists including Diddy, Wiz Khalifa, B.O.B., Travis McCoy and Jay Rock

<https://www.atlanticrecords.com/>