

## **BOBBY ROGERS**

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### **PROFESSIONAL EXPERIENCE**

#### **VICE PRESIDENT, NAACP DENVER**

*February 2025 – Present*

- Chair of the Communications/PR Committee, overseeing strategic messaging and public engagement initiatives.
- Develop and implement communication strategies to enhance community awareness and advocacy efforts.
- Lead public relations campaigns and media outreach to support NAACP initiatives and key issues.
- Coordinate community programs focused on social justice, civil rights, and equity.
- Engage with government officials, community leaders, and stakeholders to advocate for policy changes benefiting marginalized communities.
- Organize and manage public forums, press conferences, and educational events to drive awareness and action.
- Strengthen partnerships with local organizations to expand the NAACP's reach and effectiveness.

#### **HEAD BOOKER & PROMOTER, COCO BONGO'S**

*January 2025 – Present*

- Oversee all bookings and event programming, curating a diverse lineup of talent that aligns with the venue's brand and audience.
- Develop and implement strategies to maximize attendance and revenue, including themed nights and residencies.
- Manage negotiations and contracts with artists, agents, and managers to secure high-quality performances.
- Collaborate with marketing teams to create promotional campaigns, leveraging social media and targeted advertising to increase visibility.
- Maintain relationships with local and national talent to ensure a steady pipeline of performers.
- Analyze audience trends and ticket sales data to refine booking strategies and optimize event success.
- Coordinate with production and venue staff to ensure seamless event execution.

#### **TALENT BUYER AND CONSULTANT, 104.7 THE DROP**

*2021 – Present*

- Secured high-profile guest appearances, increasing listener engagement and station visibility by 25%.
- Developed and maintained strategic relationships with artists, publicists, and managers to ensure a steady stream of diverse and influential talent.
- Coordinated and managed over 20 successful live interviews and special events, enhancing the station's reputation and audience reach.
- Implemented an efficient booking system that reduced scheduling conflicts by 30%, optimizing the use of airtime and resources.
- Negotiated mutually beneficial agreements with talent, leading to a 20% increase in sponsorship opportunities and station revenue.

### **HEAD TALENT BUYER, 4 KINGS BOOKING COMPANY**

*2008 – Present*

- Spearheaded the acquisition of high-caliber talent, resulting in a 30% increase in ticket sales and revenue.
- Successfully negotiated contracts with top-tier artists while adhering to budget constraints, saving clients 15% in booking costs.
- Implemented strategic talent sourcing initiatives that diversified clients' demographic and audience reach by 20%.
- Streamlined the talent booking process through the integration of advanced scheduling software, reducing booking time by 40% and minimizing logistical errors.

### **COMMUNITY OUTREACH COORDINATOR, FALCONS YOUTH ORGANIZATION**

*August 2023 – Present*

- Created and implemented outreach plans to effectively connect with the community and raise awareness about the nonprofit's mission, programs, and services.
- Planned and coordinated community events, workshops, and seminars to engage the target audience and promote the nonprofit's goals.
- Established and maintained relationships with community leaders, local businesses, government agencies, and schools to foster collaboration and support.
- Assisted in writing grant proposals and securing funding to support community outreach initiatives.

### **HEAD TALENT BUYER, HERMAN'S HIDEAWAY**

*November 2019 – February 2023*

- Identified, evaluated, and secured high-caliber talent, including DJs, bands, and performers, aligning with the club's brand and audience preferences.

- Negotiated contracts and fees with artists, agents, and managers to secure favorable terms while adhering to budget constraints.
- Analyzed market trends, audience demographics, and competitor offerings to make informed booking decisions that maximized attendance and revenue.
- Worked closely with the marketing team to develop promotional strategies that enhanced visibility and drove ticket sales.
- Assessed the success of bookings and events through feedback and performance metrics, using insights to improve future bookings.

## **A&R AND PR DIRECTOR, GRUNGECAKE**

*2011 – 2022*

- Identified and scouted emerging artists whose music aligned with brand partnerships and market trends.
- Curated, produced, and executed SXSW stages, coordinating talent, logistics, and sponsorships.
- Signed and developed new talent, including Obie Iyoha and Oxlade, guiding them through career growth and industry opportunities.
- Cultivated and maintained artist relationships, overseeing recording sessions and facilitating successful album releases.
- Authored and published in-depth artist reviews and interviews, enhancing brand credibility and audience engagement.
- Designed and launched marketing and PR campaigns that expanded media reach and amplified artist visibility.

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## **SKILLS**

- Strategic Communication & Public Relations
- Talent Booking & Negotiation
- Community Engagement & Advocacy
- Event Planning & Execution
- Marketing & Branding Strategies
- Budget Management & Financial Planning
- Leadership & Team Collaboration
- Strong Industry Network

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## **EDUCATION**

**Colorado Institute of Art** – Bachelor of Science in Graphic Design (2004)

**Urban Leadership Foundation of Colorado** – Leadership Training Program (2024)

## Bobby Rogers Biography

Bobby Rogers is a leader in music, entertainment, and community advocacy. A former Warner Bros.-signed musician and longtime Recording Academy member, he has booked major artists across the country as Head Talent Buyer for Herman's Hideaway and 4 Kings Booking Company. Now, he leads booking and promotions at Coco Bongo's and consults for 104.7 The Drop, connecting artists with audiences.

Beyond music, Bobby is deeply committed to social impact. As Vice President of NAACP Denver, he drives communications and PR efforts to amplify civil rights initiatives. He also serves as Public Information Officer for the Masonic Grand Lodge, ensuring clear, strategic messaging.

His passion for community extends to youth development, volunteering as Community Outreach Coordinator for the Falcons Youth Organization.

With a background in graphic design and a talent for storytelling, Bobby blends creativity with leadership. Above all, he values family, finding joy in his role as a fiancé and parent. His work proves that success isn't just about accolades, it's about impact, connections, and creating opportunities for others.