

# BRIAN WANEE

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## SUMMARY

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Marketing and Brand Strategy MBA graduate skilled in fostering meaningful connections between brands and consumers through immersive experiences. Experienced in delivering brand personality to end consumers via impactful cultural programming. With over a decade of Broadway performance background, proficient in B2B and B2C product marketing, brand management, and event programming. Expertise includes leveraging market research insights to craft effective go-to-market strategies, fostering cross-functional collaboration, and driving revenue growth. Proven track record in boosting brand visibility, enhancing member engagement, and executing successful marketing initiatives.

## POST GRADUATE EXPERIENCE

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### LIQUIDITY GROUP

New York, NY

#### *Marketing Director*

2022 - Present

- Lead content management, campaign design and execution, creative production, and agency management to increase digital marketing footprint by 15% and drive awareness
- Collaborated with C-Suite to conduct competitive research and develop go-to-market strategy for brand relaunch resulting in internal alignment
- Conceived, developed, and implemented experiential global events series, resulting in over 1M PR impressions
- Increased B2B leads and conversions by 75% through targeted campaigns and effective sales & marketing materials
- Manage a budget of \$1M - \$5M

## CULTURAL PRODUCTION EXPERIENCE

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### UNIVERSAL THEATRE GROUP, NBC UNIVERSAL

New York, NY

#### *Global Covid-19 Compliance Supervisor*

2020 - 2022

- Managed cross-department collaboration to create and author first-to-market Global COVID-19 theatrical guide; replicated internationally resulting in over one thousand jobs safely returning and reopening of Wicked worldwide
- Constructed, devised, and directed company-wide COVID-19 safety to ensure alignment to over 1000 employees across globe
- Supervised a global team of 8 direct reports with a dotted line across production of over 1000 employees

### RELEVANT HOSPITALITY LLC

Los Angeles, CA

#### *Director of Programming*

2020

- Conceived with the COO and the VP of Marketing a diverse and cohesive marketing plan resulting in Hyatt acquisition
- Increased brand awareness and customer engagement with targeted events and campaigns, resulting in 20% revenue growth

### SOHO HOUSE & CO LLC

West Hollywood, CA

#### *Event Programming Manager*

2019 - 2020

- Utilized customer insights to redefine pillars of event programming by partnering with various premium advertising partners across spirits, fashion, beauty, and lifestyle categories, leading to increased member experience revenue by 30% YOY
- Led presentations to corporate sponsorships and partnerships; sold to top brands Grey Goose, BMW, Adidas, and Equinox
- Increased member engagement 202% YOY through identification and booking of high-level headline artists including Zane Lowe, Chance the Rapper, Questlove, HAIM, Quavo, Saweetie, Black Pumas, Rick Ross, BJ the Chicago Kid, and others
- Managed global and local marketing budget of upwards of \$1M

### NEUEHOUSE LLC

Hollywood, CA

#### *Cultural Programming Manager*

2017 - 2018

- Served as deputy to the CBO to develop partnerships and sponsorships presentations and pitches to diversify revenue streams
- Increased event attendance and revenue by 40% through marketing campaigns and effective sales & marketing materials

### GROVE ENTERTAINMENT LLC

New York, NY

#### *Production Assistant*

2014 - 2016

- Managed key marketing, production, and creative meetings of new works on Broadway, Touring Companies, and film

## BROADWAY PERFORMANCE EXPERIENCE

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### WICKED AND VARIOUS PRODUCTIONS

New York, NY

#### *Broadway Swing Performer*

2003 - 2016

- Demonstrated flexibility and adaptability by mastering and executing twelve ensemble member roles with precision, often under urgent circumstances arising from illness or injury.

## **EDUCATION**

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**NEW YORK UNIVERSITY, Leonard N. Stern School of Business**

**New York, NY**

***Master of Business Administration***

***June 2023***

*Specializations in Marketing, Brand Management, Brand Strategy*

- Co-President, Arts, Culture, and Cuisine Club, VP Community, OutClass
- Johnson & Johnson (*Branding Consultant Field Experience*)
  - ***Student Consultant***  
Developed and presented branding and innovation recommendations for new J&J HC brand to global commercial head

**NEW YORK UNIVERSITY, Gallatin School of Individualized Study**

**New York, NY**

***Bachelor of Arts in Individualized Study / Minor: Art History***

***June 2014***

- magna cum laude

## **ADDITIONAL INFORMATION**

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- Interests: Theatre, Cuisine, Dance, Travel, Fitness, Finance, Venture Capital, Art, Culture