

BRIAN WANEE

New York, NY | brian.wanee@gmail.com | www.linkedin.com/in/brianwanee/

SUMMARY

Experienced marketing professional with B2B product marketing, brand management, and event programming expertise. Skilled in conducting market research, developing go-to-market strategies, and collaborating with cross-functional teams to drive revenue growth. Proven track record of success in expanding brand awareness, increasing member engagement, and launching successful marketing campaigns.

EXPERIENCE

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

JOHNSON & JOHNSON (*Branding Consultant Field Experience*)

New York, NY

Student Consultant

Autumn 2022

- Developed and presented branding and innovation recommendations for new J&J HC brand to global commercial head

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 through targeted events and promotional 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 targeted marketing campaigns and effective sales & marketing materials

FAENA ART***Faena Art Management*****Miami, FL
2016 - 2017**

- Consulted to streamline all aspects of event-driven activations for American Express, Mercedes and various international artists

GROVE ENTERTAINMENT LLC***Production Assistant*****New York, NY
2014 - 2016**

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

BROADWAY PERFORMANCE EXPERIENCE***Broadway Performer*****New York, NY
2003 - 2016**

- Performed Ensemble Member, Wicked Broadway Musical, New York, NY, 2008–2016

EDUCATION**NEW YORK UNIVERSITY, Leonard N. Stern School of Business*****Master of Business Administration*****New York, NY
June 2023***Specializations in Marketing, Brand Management, Brand Strategy*

- Co-President, Arts, Culture, and Cuisine Club, VP Community, OutClass

NEW YORK UNIVERSITY, Gallatin School of Individualized Study***Bachelor of Arts in Individualized Study / Minor: Art History*****New York, NY
June 2014**

- magna cum laude

ADDITIONAL INFORMATION

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