

# Kevin Mangini

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**Strategic Marketing and Brand Innovation** New York City Metropolitan Area  
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## Professional Summary

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Visionary marketing executive and builder of platforms, campaigns, and audiences. Over two decades of experience leading high-impact initiatives for global entertainment giants including MTV, Warner Bros., Universal, and Nexstar. Proven track record of breaking through market noise with disruptive strategies that drive audience engagement and measurable results. Expert in bridging the gap between creative storytelling and data-driven performance to create ideas that scale with intention.

## Experience

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### **Co-Founder GivingWorks Studio** | Sep 2025 – Present

- Founded a media and storytelling platform focused on fundraising, impact, and institutional engagement.
- Lead editorial strategy, content development, and platform vision, positioning GivingWorks as a hub for conversations around modern storytelling, donor trust, and audience connection.
- **Impact:** Helping universities and mission-driven organizations engage and retain donors through strategic storytelling and year-round content. Work has powered record-breaking campaigns for Purdue, Columbia, and Princeton.

### **Founder / Principal Consultant Mangini Marketing** | Jan 2024 – Present

- Helping ambitious brands break through the noise with campaigns that don't just reach audiences—they move them.

- Established a strategic umbrella brand for executive leadership in marketing, creative direction, and platform development.

### **Vice President, Integrated Marketing Nexstar Media Group / NewsNation / WGN America** | Jan 2015 – Jan 2024

- **Leadership:** Led the charge in transforming WGN America into NewsNation—from the brand identity to the monetization strategy. Created original IP, integrated advertisers into content in meaningful ways, and helped define the voice of a new national news network.
- **Revenue:** Launched *WGN Movies for America*, securing seven-figure deals by aligning film content with brand narratives.
- **Campaign Execution:** Created advertiser-branded integrations across digital, social, and on-air platforms.
- **Thought Leadership:** Produced thought leadership series and custom content for trade audiences, elevating brand equity with media buyers.

### **Vice President, Marketing Story Worldwide** | Jan 2011 – Dec 2014

- **Content Strategy:** Helped brands punch through the noise with content-first marketing strategies. Led client work across entertainment and lifestyle, turning campaigns into conversations.
- **Campaigns:** Directed multimillion-dollar campaigns for USA Network, Starz, and FXX.
- **Key Achievement:** Oversaw “Every Simpsons Ever” marathon on FXX: 600+ assets, 18 days of live fan engagement, record-breaking viewership. Delivered social-first strategies that moved audiences and drove results.

### **Co-Founder / Producer Yes Equals Yes** | May 2008 – Dec 2011

- Co-founded a boutique studio that helped brands ride the first wave of digital video. From UGG to Sony Music, built campaigns that merged storytelling with emerging platforms, making branded content before it was a buzzword.
- Led production and business development across music and lifestyle brands.
- Positioned the company at the intersection of content, culture, and commerce.

### **Producer / Business Development Warner Records** | Jan 2007 – May 2008

- Developed original content IP that brought artists and brands together in new ways. Pushed early concepts of branded entertainment, securing alignment with CAA and producing pilots for multi-platform series.
- Created branded formats like *120 Seconds*, *Play That Back*, and *The Ask Hole*.

### **Vice President, Marketing Viacom (MTV) | Mar 1999 – Mar 2006**

- **Global Impact:** From global campaigns to live music moments, built marketing programs that helped MTV evolve with its audience. Launched first-of-their-kind branded content series and managed award-winning music marketing across platforms.
- **Sponsorship:** Created *Advance Warning*, MTV's first global sponsorship, reaching 162 countries and 400M homes.
- **Music Marketing:** Negotiated record deals and executed marketing campaigns for 30+ albums and soundtracks, driving millions in revenue.
- **Innovation:** Developed *MTV2 Album Covers*, an early digital music initiative ahead of the streaming curve.
- **Integration:** Produced branded stunts for *Jackass*, Nintendo DS, and more—bridging pop culture and product integration.

### **Regional Sales Marketing Manager PolyGram Group Distribution | 1996 – 1998**

- Led sales marketing across major retail accounts during a pivotal time in music.
- Helped shape the now-standard bonus disc strategy, pushing artists like DMX to #1 and building replicable programs for Def Jam and others.
- Managed a 40-person team across regional retail marketing and sales for record labels including A&M, Motown, Def Jam, Verve, and more.

## **Education**

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**Fairfield University** Bachelor of Arts (B.A.)

## **Core Capabilities**

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- **Brand Strategy:** Positioning, Identity, Rebranding

- **Creative Direction:** Campaign Development, Visual Storytelling
- **Integrated Marketing:** 360° Campaigns, Cross-Platform Execution
- **Content Strategy:** Digital Storytelling, Social Media Growth
- **Leadership:** Team Building, Cross-Functional Management
- **Platform Building:** Developing proprietary engines for scale and impact