

KEVIN MANGINI

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PROFESSIONAL SUMMARY

Senior marketing executive with 25 years building culture-driven marketing platforms at the intersection of sports, music, and entertainment. Track record launching integrated campaigns, building brand partnerships, and connecting creative storytelling to commercial growth at MTV Networks, Warner Bros. Records, and Nexstar Media Group. Proven ability to build integrated platforms that align lifestyle culture with brand strategy, audience development, and revenue — across music, film, television, news, and live events.

CORE COMPETENCIES

Culture Marketing Strategy • Integrated Platform Development • Brand Partnerships & Sponsorship • Audience Growth • Content Strategy • Advertiser Revenue Systems • Music, Film & Entertainment Marketing • Cross-Functional Team Leadership • Upfront & Trade Marketing • Social Media Strategy

PROFESSIONAL EXPERIENCE

Founder / Principal Consultant | Mangini Marketing | 2024 – Present

- Advise media, entertainment, and mission-driven organizations on integrated marketing, brand partnerships, and audience strategy.
- Co-founding GivingWorks Studio, establishing the strategic approach and hosting the Studio Sessions podcast to treat higher education fundraising as a year-round narrative.
- Developing marketing strategies and pitch materials across sports, entertainment, and cultural sectors.

VP, Integrated Marketing | Nexstar Media Group / WGN America / NewsNation | 2015 – 2024

- Led advertiser-facing marketing for the relaunch of WGN America as NewsNation — introducing a new national cable news network to the advertising market from

a standing start.

- Built sponsorship architecture, upfront presentation strategy, and trade marketing infrastructure for NewsNation's market debut.
- Created WGN Movies for America, a branded content platform embedding advertisers across 60+ film broadcasts and generating multimillion-dollar advertiser revenue.
- Produced high-touch C-suite advertiser events and summits that deepened client relationships and drove partnership revenue.

VP, Marketing / Social Media | Story Worldwide | 2011 – 2015

- Led social media marketing campaigns for major entertainment clients including USA Network, Starz, and FX.
- Directed social strategy for FXX's Every Simpsons Ever marathon — a 12-day, 24-hour engagement campaign built on 600+ custom assets that set cable viewership records and became a benchmark for social-first tune-in marketing.

Co-Founder / Producer | Yes Equals Yes | 2008 – 2011

- Co-founded a branded content studio building content-driven campaigns for UGG, Sony Music, and other brands at the intersection of storytelling, emerging platforms, and commerce.

Producer / Business Development | Warner Bros. Records | 2007 – 2008

- Developed original branded content IP connecting artists and brands across multi-platform formats.
- Created and produced five original series pilots designed to unlock new advertiser revenue streams; secured alignment with CAA for talent partnerships.

Manager to VP, Marketing | Viacom / MTV Networks | 1999 – 2006

- Rose from Manager to VP over seven years; led music marketing across MTV Films and MTV Networks.
- Executive produced 20+ film soundtracks and 30+ compilation albums — including the Jay-Z/Linkin Park Collision Course multi-platinum release and the Coach Carter soundtrack — generating multimillion-dollar revenue.

- Created Advance Warning, MTV's first global sponsorship platform, in partnership with McDonald's. The original series aired in 162 countries reaching 400M+ homes, establishing the template for monetizing original programming globally.
- Developed MTV2 Album Covers, the network's first digital music initiative with iTunes — an early proof of concept for the streaming model.
- Built content franchises and marketing platforms aligned to music, film, youth culture, and lifestyle — the direct precursor to culture marketing at scale.

Regional Sales Marketing Manager | Polygram Group Distribution | 1996 – 1998

- Managed retail sales marketing across major accounts for Def Jam, A&M, Motown, and Verve.
- Developed the bonus disc strategy that drove DMX's debut album to No. 1 on the Billboard charts.

EDUCATION

B.A., Communications | Fairfield University

CERTIFICATIONS

AI for Business Strategy — MIT Sloan Executive Education | Generative AI — LinkedIn Learning

SELECTED HIGHLIGHTS

- 400M+ homes reached via MTV's Advance Warning — first global sponsorship platform in network history
- 60+ film integrations generating multimillion-dollar advertiser revenue at WGN America
- Hosted the Studio Sessions podcast for GivingWorks Studio
- Documented history by interviewing Al Gore for the Live Earth documentary
- No. 1 Billboard debut driven by innovative retail strategy at Polygram