

# Michael J. Mirafior

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## SUMMARY OF QUALIFICATIONS:

- 16+ years of marketing experience, specializing in integrated media campaign planning & execution, creative brand strategy, go-to-market, innovation planning, and marketplace advisory for a range of verticals including entertainment, fashion, retail, and tech.
- Excellent team leadership, brand stewardship, and client/internal management skills in both corporate and startup environments in global and local capacities, advanced presentation/speaker experience, business development, and internal education/inspiration skills.
- International experience includes management of clients in London, Paris, Hong Kong, and Shenzhen, leadership of staff across 34+ markets, and global new business pitch experience. EMBA program experience includes immersion in Berlin, Shanghai, and Tokyo.
- Most proud of work done to lead two large grassroots marketing & advertising industry fundraisers, for Typhoon Haiyan recovery in The Philippines with UNICEF (2013), and Hurricane Maria recovery in Puerto Rico with NeueHouse (2017).

## PROFESSIONAL EXPERIENCE:

### **THIRD CITY ADVISORY**, Los Angeles, CA and New York, NY

#### **Founder, Independent Consultant - Strategy, Marketing, Innovation, and Media Planning/Buying (5/20 – Present)**

*Clients: WarnerMedia, Scotts Miracle-Gro (dotdotdash), Monogram (Matte Projects), Brighter AI, WITHIN, Domestika, Coffee 'n Clothes*

- dotdotdash (Portland-based experiential agency): Leading Augmented Reality (AR) strategy for Scotts Miracle-Gro, led social strategy, execution, and first-to-market partnership with Clubhouse via Audio Collective for WarnerMedia SXSW streaming event.
- Coffee 'n Clothes (LA-based experiential agency): Brand strategy and growth, partnerships and new product development.
- Domestika (Barcelona-based education startup): Advised new global CMO on building marketing team structure to prepare for US and LATAM/APAC market expansion. Responsibilities included agency search, partnerships, talent acquisition, and segmentation.
- Brighter AI (Berlin-based facial recognition AI startup): Local go-to-market advisory, responsibilities included PR and media strategy, branding and USP development for new product launch, social media, local market intelligence, executive advisory.
- Monogram/Matte Projects (NY agency): Jay-Z cannabis brand launch media strategy, Yeezy x GAP and Donda release paid media strategy.
- WITHIN (NY-based digital agency): Positioning and business acceleration/growth strategy, marketplace connectivity.
- Angel investment and consultation across several brands including: Sanzo (Asian-inspired DTC sparkling beverage), Ugly Drinks (DTC sparkling water), Buzzer (live sports microtransactions), SoleSavy (sneaker ecommerce), Devium Games (video game analytics).

### **MEDIALINK**, New York, NY

#### **Senior Vice President, Strategic Consulting & Advisory (5/18 – 5/20)**

*Clients: Google, LVMH, Deloitte Digital, WarnerMedia, IMAX, Walgreens Boots Alliance (WBA), S4 Capital/MightyHive, Stagwell Group, Moët Hennessy, VOX Media, VICE Media Group, MadHive, ZEFR, International Flavors & Fragrances (IFF), Taco Bell/Yum Brands*

- Client lead for CEO/CMO/CRO-level consulting engagements with brands, holdcos/agencies, publishers, and startups, offering advisory ranging from corporate strategy, marketing advisory, positioning, go-to-market, revenue generation, and sponsorship services.
- Led strategy, programming, talent procurement, event planning, and collateral development for private Innovation Journeys, including LVMH's Future of Content in Los Angeles, and Walgreen's Future of Media and HR/People, respectively, in London and Chicago.
- Spearheaded planning and execution of MediaLink's first Direct To Consumer and Modern Brand event, *CPM Volume 1: The Future of DTC Growth*, resulting in 90% net new contacts and prospects for MediaLink, client MadHive, and partner eMarketer.
- Industry speaker at CES 2019 and 2020, SXSW 2019 (Moderator), Strategy & Innovation World Forum 2019 (Moderator), Youth Marketing Summit London 2019 (Emcee), and Mobile World Congress Americas 2018 (Emcee).
- Author of official MediaLink thought leadership and coverage of CES, SXSW, Mobile World Congress Americas, and Cannes Lions.

### **BLUE 449 (PUBLICIS MEDIA)**, New York, NY

#### **Senior Vice President, Global Head of Futures and Innovation (7/16 – 5/18), Interim Head of Strategy (10/15 – 7/16)**

*Primary Clients: PUMA Global, PUMA North America, Abercrombie & Fitch, Hollister, DJI (Drones and Imaging)*

*Innovation Clients: Richemont (Cartier, Van Cleef & Arpels, IWC Schaffhausen), BASF, TruGreen, Pizza Hut, Denny's*

- Designated by Publicis Media as US market lead for launching and representing Blue 449 brand, prior to merger with Optimedia.
- Agency lead for PUMA global client relationship, managing PUMA Global Hub team of 12+ combined Planners & Media Buyers across Strategy, Digital, Print, TV, OOH, and Local, and provide Innovation Strategy support across other Blue 449 brands on an ad hoc basis.
- Spearheaded US launch and Blue 449 rollout of Publicis Media NextTechNow business unit, matching brands with early-stage startups.
- Global agency lead for coverage and applied learnings from CES, SXSW, E3, Cannes, and other major industry conferences. Asset creation includes post-conference learning materials distributed to all global markets, conference calls, and 1:1 client follow-up meetings.
- Brokered industry-first use of drone live-streaming as part of DJI - Mavic Pro product launch campaign. Earned 2nd place in MediaPost Creative Media Awards in the New/Emerging/Experimental category (2016).

**ZENITH MEDIA (PUBLICIS MEDIA), New York, NY**

***Vice President, Strategy Director, Liquid (5/13 – 7/16), Associate Strategy Director, Liquid (6/12 – 5/13), Associate Media Director, Integrated Planning, Liquid (4/10 – 6/12)***

***Clients: H&M, PUMA NA, PUMA Global, Kering/PPR Luxury/Gucci Group (Gucci, Alexander McQueen, Balenciaga, Bottega Veneta, Sergio Rossi, Stella McCartney, Yves Saint Laurent), Swarovski, Georgia Pacific, Aviva, Central Garden & Pet***

- 2x winner of ZenithOptimedia ROI Awards for Team H&M – Gold plan of The Year (2012), Innovation of The Year (2014)
- Architected Real Time Social strategy and oversaw situation room for two H&M David Beckham Super Bowl campaigns, resulting in #1 ranked social commercial of the Super Bowl (2012 - Nielsen), and creating the first ever TV-Commerce Super Bowl spot in history (2014).
- Core team member of Liquid Insights, Ideas & Innovation (service offering of Zenith across all clients), leading Emerging Platform, Real Time Social, Wearables, and Future Platform practices, as well as contributing to and editing annual Trends presentation.
- Spearheaded and oversaw 900%+ increase in Digital spending across Kering/PPR Luxury/Gucci Group (2010-12).
- Global coordination lead responsibilities for Stella McCartney Digital, involving global budget management and alignment of local resources (Zenith Media NY, Digitas NY, Performics CHI) with global agency resources (Digitas Paris/London, Hong Kong)
- Participated as agency Digital lead for successful pitches for H&M, Bottega Veneta, Aviva, Central Garden & Pet.

**NEW YORK UNIVERSITY, SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES, New York, NY**

***Adjunct Professor, M.S. Integrated Marketing Program (Fall/Winter term, 2012)***

- Developed updated curriculum for Graduate-level introductory Media course, encompassing TV, Radio, OOH, Digital, Print, and Mobile.
- Taught class of 12 first-year M.S. students (>50% International) via HBS Case Study Method and comprehensive semester project.

**DEEP FOCUS, New York, NY**

***Associate Digital Media Director (10/09 – 4/10), Digital Media Supervisor (10/07 – 10/09), Senior Digital Media Planner (6/06 – 10/07), Digital Media Planner (1/06 – 6/06)***

***Clients: HBO, AMC, FUSE, TV Land, Calvin Klein, Estée Lauder, Smartwater, Microsoft Bing, MSN, Miramax, Picturehouse, MTV2, EA Games***

- Directly managed Digital Planning and Buying team of 7+ across all media clients (reported directly to CEO).
- Built strategic Digital, social media, and rich media framework of Calvin Klein's first ever global digital media campaign, for *X Underwear*.
- Lead planner for all AMC digital efforts, including consumer tune-in and awards-season campaigns for *Mad Men* and *Breaking Bad*.
- Developed "For Your Consideration" Digital campaigns for Academy Award and Golden Globe winner Miramax Films *The Queen*.
- Spearheaded planning and execution of major HBO, HBO Films, and HBO Sports tune-in campaigns.

**FREESTYLE INTERACTIVE (CARAT INTERACTIVE), San Francisco, CA**

***Associate Digital Media Planner (11/04 – 1/06)***

***Clients: EA Games, EA Sports, Logitech, Earthlink***

- Strategy development, planning, and execution/traffic responsibilities across multiple clients in a start-up environment.

**VOLUNTEER AND PRO BONO**

**BIDEN FOR PRESIDENT, Brooklyn, NY**

***Digital and Creative Industry Liaison (Volunteer) (6/20 – 11/20)***

- Worked directly with the Biden for President digital partnerships team as a "super volunteer" liaison to the digital and creative industries.
- Responsibilities included industry connectivity with marketing and advertising leadership, campaign ideation, and project management.
- Spearheaded successful Animal Crossing: New Horizon campaign integration, in coordination with agency Giant Spoon.

**IRTS FOUNDATION, New York, NY**

***Board of Directors (3/14 – Present)***

- Long recognized as the International Radio and Television Society, The IRTS Foundation is a 501(c)(3) charitable organization dedicated to building future media leaders and promoting diversity through education, dialogue, and training programs.
- Actively engage by delivering keynote lecture to 40+ college professors and administrators at the annual CES Faculty/Industry Seminar, as well as helping to organize Digital and Career Development programming at the annual Multicultural Career Workshop.

**EDUCATION**

**Berlin School of Creative Leadership at Steinbeis University School of Management & Innovation, Berlin, Germany**

Executive MBA (part-time, FIBAA accredited) with instruction and immersion in Berlin, Shanghai, Tokyo, NYC, and SF/Silicon Valley.

Thesis: *DTC through the lens of Disruptive Innovation*. Graduated 2020.

**University of California, Berkeley, Berkeley, CA**

B.A. Political Science and B.A. Mass Communications. Graduated 2004.

REFERENCES AVAILABLE UPON REQUEST