

LINDSAY HART

New York, NY | [LinkedIn](#) | [Portfolio](#)
lindsay.hart0@gmail.com | 814-657-6352

An impact-driven professional with a track-record of developing and executing innovative and engaging marketing strategies for creators and brands in digital and experiential spaces.

EXPERIENCE

INFLUENCER MARKETING & TALENT PARTNERSHIP CONSULTANT | New York, NY 06.2020-present

- Spearhead end-to-end talent & creator partnerships from strategy to execution on behalf of a variety of brands across categories and platforms. Recent campaign highlights:
 - Uniqlo Made For All -> 6M+ impressions
 - Amazon Home PGC Program -> 4M impressions, 665 assets created
 - Amazon Fashion Making The Cut S2 -> 7M impressions + exceeded CPM goal by 65%
 - Native Holiday Collection TikTok -> 18% engagement rate
 - Inspire Clean Energy Earth Month -> 20% increase in followers, 2M+ impressions
 - Wethos Break Up with Corporate -> 2M impressions, 9% engagement rate
 - Hulu Black History Month Flowers Seeding -> organic social posts Brandy, Yvonne Orji, Vivica A. Fox, Aeysha Carr
 - Vacheron Constantin NYFW -> live performances Alan Cumming, Karen Elson, Tamar Greene, The Dolls

ENTERTAINMENT MARKETING MANAGER, Music & Influencer | BMF | New York, NY 08.2018-06.2020

- Developed entertainment marketing strategies for BMF clients such as Marriott International, Mastercard, Colgate, Budweiser, Toyota, Gucci Beauty, TikTok, YouTube Music, Epic Records, RCA and more, based on extensive knowledge of brand goals and competitive landscape
- Grew and leveraged high-profile relationships in strategic partnerships with artists, digital creators, agencies, labels, publicists, and management companies
- Managed project logistics and liaised with representation to negotiate deals, contracting, and execution of deliverables, maintaining avg 35%+ profit margin
- Successfully lead influencer marketing campaigns on behalf of artists like French Montana, David Guetta, and Iggy Azalea, generating \$1M+ in Earned Media Value
- Collaborated with the Talent & Influencer team to set targets and deliverables for department growth & expansion
- Supervised team of international interns, as well as coordinators and junior talent managers

DIRECTOR OF PARTNERSHIPS & PROGRAMMING | Move Forward Music | New York, NY 01.2011-08.2018

- Developed emerging artists in the New York live market; headline debuts for 6lack, Brockhampton, Playboi Carti, Juice Wrld, Rico Nasty, Cousin Stizz, D.R.A.M., Little Simz, Young M.A, Kamaiyah, Noname, Jazz Cartier, Ravyn Lenae & many more
- Developed collaborative strategic partnerships to create unique branded experiential activations directly impacting NYC culture, like House Party NYC and Heineken Green Room
- Produced over 100 full-scale events end-to-end annually
- Oversaw strategy, timelines, budgets, and execution of omni-channel projects under strict deadlines while directly managing a team of 3-5

EVENT CURATOR | Splash | New York, NY 01.2016-01.2019

- Developed the voice of Splash's most engaged hub, bk.events, curating a weekly selection of diverse local events
- Created new initiatives to drive subscriber growth, doubling subscriber base in first 3 months
- Executed partnerships with a variety of like-minded brands and media to maximize visibility: Northside Festival, Rooftop Films, Nitehawk Cinema, BK Mag x BK Bazaar, House of Yes

ARTIST RELATIONS LIAISON | Pinknic Festival | New York, NY 06.2018-07.2018

- Proactively anticipated and prioritized talent needs to ensure the best quality festival experience possible
- Communicated day-of scheduling to talent and managed talent travel logistics to/from Governor's Island and stage

TALENT BUYER & ARTIST RELATIONS | Brooklyn Hip Hop Festival | New York, NY | 03.2012-08.2012

- Negotiated bookings within budget to maximize profit and managed talent relations for performing artists, including headliner Busta Rhymes
- Conceptualized social media and email marketing strategies to drive brand awareness and ticket sales

EDUCATION

University of Pittsburgh 2010
Bachelor of Arts | Communication
Minors | Philosophy + Global Studies
Study Abroad Program | Barcelona, Spain

CERTIFICATIONS & AFFILIATIONS

Meltwater, Influencer Marketing Industry Specialist
Google Garage, Digital Marketing Certification
YouTube Music Certification
LinkedIn Influencer Marketing Foundations
Girls Who Listen, Brand Experience Manager + Mentor
Saira Hospitality, Partnerships Consultant