



TANYA NIESVIZKY

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ATRAVERSE.COM | LOS ANGELES

UNIVERSAL MUSIC GROUP *JUNE 2019 - PRESENT*

SR. MANAGER, CREATIVE BRAND STRATEGY | *DIVERSITY, INCLUSION, & BELONGING*

- Lead strategy, direction, & creative production for in-house D&I agency used to authentically celebrate & acknowledge social justice & cultural moments as impactful 360° multicultural marketing campaigns from ideation to completion
- Lead & project manage over 16 global cross-functional team campaigns acting as point of contact to 40+ business leaders working towards common goals
- Build, pitch and develop new brand partnerships such as Youtube series, podcasts, playlists, digital content & events putting diverse voices at the forefront and driving social impact as a business

MANAGER, CREATIVE BRAND STRATEGY | *DIVERSITY, INCLUSION, & BELONGING*

- Serve as in-house consultant to business executives on cultural trends, social impact & equity strategy
- Design & direct D&I brand assets & social media content: company-wide programs, channels & initiatives developing UMG's employer brand
- Analyze & present post-campaign metrics, identifying wins & learning opportunities leveraging KPIs

SPECIALIST | *DIVERSITY, INCLUSION, & BELONGING*

- Administer and launch of 5 new Employee Resource Groups, creating unique brand identities for each
- Coordinated asset design, production, and distribution for all campaigns

COMMUNICATIONS COORDINATOR | *DIVERSITY, INCLUSION, & BELONGING*

- Managed communications for team clients: poster, email and merch design
- Campaign production support: photography, budgets, programming, day of show operations
- Ad-hoc administrative support: calendar admin, expenses etc.

ATRAVERSE | CREATIVE DIRECTOR | *2016 - PRESENT*

- Develop 'Brand Bible': A deck outlining brand persona, visual style, marketing position strategy and key design elements including logos, merch, social media content and more for artists, entrepreneurs & startups
- Consult clients on strategy to launch brands for album releases, online courses and tours
- Manage production timelines, calendars, budgets and creative teams
- Secured 6 new clients with 3-month contracts over 2 years, consulting on brand strategy & creative
- **Head of Brand, SharpSports:** Create & develop brand for sports betting API startup from the ground up- assets, narrative & voice, website development, fundraising brand strategy & more

UNITEDMASTERS | ARTIST SERVICES OPERATOR | *NOVEMBER 2017- JUNE 2018*

- Operated as first point of contact for 10,000+ artists on the UM app by building relationships and managing projects through launch & growth of the distribution tool
- Wrote and curated over 60 articles around marketing, social media, branding and more to UM artists
- Coordinated and developed protocol around Youtube CMS

EDUCATION

Berklee College of Music

M.A Global Entertainment and Music Business
Valencia, Spain

Syracuse University

B.A Advertising, B.A. Psychology
Renee Crown University Honors Program
Magna Cum Laude | Coronat Scholar
Syracuse, NY

SKILLS

Computer:

Adobe Creative Suite (Photoshop, Indesign, Illustrator, Lightroom, Premiere Pro)

Microsoft Office, Google Suite, Squarespace

Social Media: Instagram, Facebook, Twitter, MailChimp, Soundcloud, Youtube Certifications in Asset Monetization, Channel Growth, & Content Ownership

Language: Fluency in Spanish & English, Conversational in Italian