

ZANDELLE PIERRE

ADDITIONAL EXPERIENCE

Sales Director

Technorati Media

2013 - 2014

Sales Director

Federated Media

2012 - 2013

Head of Digital Accounts

Financial Times

2004 - 2012

STRENGTHS

Brand Integrations & Storytelling Partnerships

Developed blended storytelling and brand partnership programs that aligned commercial objectives with creative vision across content, creators, and experiential platforms, delivering culturally relevant, high-impact campaigns.

Communications & Audience Strategy

Built audience-first communications and media strategies grounded in cultural insights and viewing behaviors, translating brand narratives into clear tactical plans across owned, earned, paid, and partner channels to maximize engagement and relevance.

Production & Cross-Functional Leadership

Led complex, multi-stakeholder initiatives from concept through production and execution, managing creative teams, external partners, and operational workflows to deliver high-quality programs on time and on strategy.

Marketing Executive | Brand Partnerships Integration | Content Development & Storytelling Leadership

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SUMMARY

Senior communications, content, and brand partnerships leader with 20 years of experience developing integrated storytelling programs that align brand objectives with creative vision. Proven track record leading cross-functional teams across strategy, production, and partnerships to deliver culturally relevant, high-impact content initiatives within complex media and entertainment environments.

EXPERIENCE

VP, Communications & Content

08/2024 - Present

Zenith

Los Angeles, CA

Lead communications, content, and partnership strategy for a global platform account, overseeing c programs that connect brand narratives with audience insights and creative execution. Brand: TikTok

- Define communications and audience strategy that translates brand objectives into integrated storytelling and partnership programs across content, creators, and experiential platforms.
- Partner cross-functionally with brand, media, creator, and production teams to align messaging, creative direction, and execution across multiple stakeholders.
- Translate high-level strategy into agile tactical plans, ensuring creative intent carries through production and live execution.
- Oversee development of cross-media initiatives spanning from concept development, production, execution, and performance evaluation.
- Manage operational frameworks including budgets, timelines, staffing plans, and risk management while maintaining senior client relationships.
- Lead and mentor teams across communications, content, and strategy.

Creative Producer & Content Strategist

09/2015 - 07/2024

Zandelle Pierre Consulting

Los Angeles, CA

Founded and led a consulting practice focused on brand storytelling, content strategy, and partnerships. Brands: IBM, Intel, Dell, Arkansas Tourism, Winston Cigarettes

- Developed bespoke content and partnership programs aligning brand goals with creative storytelling across digital, experiential, and media platforms.
- Organized production and creative execution from concept through delivery, ensuring quality, authenticity, and brand alignment.
- Directed cross-functional teams and external partners across creative, production, and media disciplines.
- Led project management across budgets, schedules, and resources for multi-stakeholder initiatives.
- Supported business development and long-term partner relationships across technology, tourism, and consumer sectors.

AWARDS

- ❖ Reggie Awards (Silver, Bronze)
- ❖ Communication Arts Award of Excellence
- ❖ Shorty Awards (Bronze)

EDUCATION

Borough of Manhattan Community College

New York, NY

EXPERIENCE

Head of Content & Creative (Contract) Semafor	07/2022 - 11/2022 Los Angeles, CA
<p>Launched Semafor's branded content studio, creating storytelling solutions in partnership with major brands. Brands: Goldman Sachs, Mastercard, Pfizer, Hyundai Genesis, Verizon</p> <ul style="list-style-type: none">• Developed and executed content studio launch strategy generating over \$9 million in revenue in 4 months.• Built integrated content programs balancing editorial integrity, brand objectives, and creative storytelling.• Partnered with editorial, design, and production teams to develop and execute bespoke brand integrations.• Oversaw the full lifecycle of content production from ideation through distribution and performance optimization.• Cultivated external brand and creative partnerships to scale branded storytelling initiatives.	
Head of Content & Social Creative EssenceMediacom	08/2011 - 02/2015 New York, NY
<p>Oversaw the entire content development lifecycle, partner identification, program management, and production for diverse projects ranging from branded content to TVCs. Brands: Ally, Jared, Kay, Zales, eBay, MARS, P&G, Kaiser Permanente, PlayStation</p> <ul style="list-style-type: none">• Managed \$15MM+ in content and production budgets across branded content, partnerships, and production.• Drove a 78% increase in revenue growth through cross-channel content strategy and innovation.• Established collaborative relationships with cross-functional teams to deliver and present insights-driven content briefs and integrations.• Guided and mentored teams of creatives, producers, and project managers, fostering a culture of innovation and high performance.• Expanded networks of content creators, media partners, influencers, and production companies.• Contributed to new business and client pitch development and acquisition of strategic partnerships.	
VP, Director of Social Content Digitas North America	01/2014 - 08/2015 New York, NY
<p>Supervised social and content strategy across multiple business lines. Brand: JPMorgan Chase & Co.</p> <ul style="list-style-type: none">• Relaunched social channels following a strategic blackout, restoring brand presence and audience engagement.• Directed editorial strategy across paid, owned, and earned channels.• Guided cross-functional creative and community management teams.• Established KPIs and optimized content using performance and audience insights.	