

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

 **Integrated Marketing & Ecosystem Leadership**
Build cross-platform marketing ecosystems that connect media, creators, partnerships, content, and experiential engagement into unified audience experiences.

 **Audience & Cultural Strategy**
Translate audience behavior, cultural insight, and engagement trends into marketing strategies that drive relevance, participation, and brand connection.

 **Partnerships, Production & Experiential Leadership**
Develop partnership-driven programs and live audience experiences while overseeing cross-functional teams, production operations, and large-scale execution.

EDUCATION

Borough of Manhattan Community College

New York, NY

Brand & Integrated Marketing Executive | Partnerships, Audience Experience & Cultural Engagement

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[Portfolio](#)

SUMMARY

Senior integrated marketing and partnerships leader with 20+ years of experience building culturally relevant audience ecosystems across media, creators, content, partnerships, and live experiences.

Specialized in translating audience insight and cultural behavior into cross-platform marketing programs that connect storytelling, experiential engagement, and strategic partnerships.

Brings a unique combination of agency leadership, production fluency, partnership strategy, and operational execution, leading large-scale integrated initiatives for global brands across media, technology, finance, retail, and entertainment.

EXPERIENCE

VP, Communications & Content 2024 - Present
Zenith Los Angeles, CA

Oversees integrated communications, audience, partnership, and experiential strategy for TikTok, developing cross-platform programs that connect media, creators, content, cultural moments, and live audience engagement into unified brand ecosystems.

- Leverage audience insight, cultural behavior, and engagement trends to shape cross-platform marketing and communications strategies.
- Drive cross-functional alignment and operational efficiencies across communications, creative, production, media, and partner teams.
- Oversee production workflows, budgets, staffing, and execution across large-scale integrated marketing initiatives.
- Develop partnership strategies that connect brands with culture, creators, and audiences to drive shared value and expanded engagement opportunities.
- Lead experiential and live engagement programs designed to deepen audience participation, cultural relevance, and brand connection.

Head of Content & Creative (Contract) 2022 - 2022
Semafor Los Angeles, CA

Launched Semafor's branded content studio, building integrated storytelling and partnership solutions for brands including Goldman Sachs, Mastercard, Pfizer, Hyundai Genesis, and Verizon.

- Developed and executed the studio launch strategy, generating more than \$9M in revenue within four months.
- Created cross-platform brand programs integrating editorial storytelling, custom content, partnerships, and audience engagement strategies.
- Partnered with editorial, creative, design, production, and commercial teams to develop scalable integrated marketing solutions.
- Oversaw the full lifecycle of branded content initiatives from ideation and production through distribution and optimization.
- Cultivated strategic relationships with brands, creators, and production partners to expand storytelling capabilities and partnership opportunities.

EXPERIENCE

Head of Content & Social Creative

2018 - 2022

[EssenceMediacom](#)

New York, NY

Devised integrated content, partnerships, and production initiatives for brands including Ally, Jared, Kay, Zales, eBay, MARS, P&G, Kaiser Permanente, and PlayStation.

- Oversaw large-scale cross-channel marketing programs spanning branded content, TVCs, partnerships, creator collaborations, and audience engagement initiatives.
- Managed more than \$15M in content and production budgets across integrated campaigns and partnership-driven marketing programs.
- Helped drive 78% revenue growth through innovative cross-platform content and integrated marketing strategies.
- Built collaborative workflows across strategy, media, creative, production, and client teams to deliver audience-first marketing solutions.
- Expanded strategic networks of creators, production partners, media companies, and cultural collaborators.
- Mentored and led multidisciplinary teams across creative development, production, project management, and content operations.
- Contributed to new business development, partnership strategy, and integrated pitch development.

Creative Producer & Content Strategist

2015 - 2024

[Zandelle Pierre Consulting](#)

Los Angeles, CA

Led an integrated marketing and creative consultancy developing cross-platform storytelling, partnership, and audience engagement programs for brands including IBM, Intel, Dell, Arkansas Tourism, and Winston.

- Developed integrated brand programs that combined content, partnerships, experiential activations, and audience engagement strategies to strengthen cultural relevance and consumer connection.
- Led cross-functional creative, production, media, and partner teams from strategic development through execution and delivery.
- Built partnership-driven storytelling initiatives across technology, tourism, and consumer sectors, aligning brand objectives with audience behavior and platform dynamics.
- Directed end-to-end production and operational management across budgets, timelines, staffing, vendors, and stakeholder coordination.
- Supported business development, partnership cultivation, and strategic planning for multi-channel marketing initiatives.

VP, Director of Social Content

2014 - 2015

[Digitas](#)

New York, NY

Designed integrated social and content strategy for JPMorgan Chase, overseeing audience engagement, editorial direction, and cross-channel communications during a major brand and platform transition.

- Relaunched brand social presence following a strategic blackout, rebuilding audience engagement and restoring cross-platform brand visibility.
- Directed integrated editorial and content strategy across paid, owned, and earned channels.
- Partnered across strategy, creative, community management, and client leadership teams to align messaging and audience engagement initiatives.
- Established performance frameworks and audience insight reporting to optimize content effectiveness and engagement.
- Guided cross-functional teams across creative development, content operations, and community management.