

# CHRIS MANCIVALANO

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## WORK EXPERIENCE

### ENGINE SHOP AGENCY, Remote

#### August 2021 - Present | Director, Experiential

Responsible for optimizing and activating clients' portfolio via brand experiences across luxury and lifestyle verticals

- Manage high-profile consumer experience programs for multiple brands including Mercedes-Benz USA and Hilton. Most recent activations have been adjacent to cultural moments including F1 Grand Prix Miami, The Oscars and SuperBowl LVI.
- Collaborate with client and cross-functional team members through proactive planning, program/budget development and implementation, delegation and coordination of company resources

### IMG FASHION, Remote

#### June 2021 - August 2021 | Marketing Consultant

Created primary pitch materials for NYFW: The Shows, outlining strategic value proposition

- Collaborated with sales, designer relations, digital and programming to create 360° tentpole marketing programs supporting sponsorship sales initiatives and met client KPIs
- Ensured that ideas, pitches, activations, collateral materials were on brand

### NETFLIX, Remote

#### March 2020 - March 2021 | UCAN, Events Manager

Responsible for overseeing the completion of Series/Film projects with budgets spanning \$25k to \$1M+

- Collaborated with internal teams inclusive of Marketing, Visual Communications, PR strategists and Vertical Publicists to support an array of Series/Film award campaigns
- Captured content for virtual events and produced creative mailers to elevate select titles to establish rapport and persuade award voters/industry insiders to think favorably about Netflix during awards season

### CONDÉ NAST, New York, NY

#### October 2016 - February 2020 | Director, Experiences

Managed/produced a slate of integrated experiences for the Culture Division (The New Yorker, Wired, Teen Vogue, Them) and collaborated with colleagues on events for Bon Appetit, Glamour and Allure

- Worked cross-functionally with Production, Marketing, and Sales teams to simultaneously project manage tentpole events including, but not limited to, The New Yorker Festival, Wired 25, and Allure's Best of Beauty
- Planned innovative events that delivered on editorial and sponsor expectations, drove advertising and sponsorship revenue for the respective brand, and provided exceptional value to readers
- Produced beauty, retail, fashion, F+B, and tech experiences within scope and budget parameters

### TIME INC., New York, NY

#### June - October 2016 | Director, Integrated Marketing

Ad sales marketer that conceptualized/executed strategic, cross-channel solutions to solve business challenges for top-tier advertisers

- Client facing marketer. Wrote an average of 30 integrated proposals monthly to generate new and retain existing advertising revenue.
- Produced sponsor activations at People en Espanol's Poderosas event

### MEREDITH CORPORATION, New York, NY

#### March 2009 - March 2016 | Events and Merchandising Director

#### April 2006 - March 2009 | Marketing and Promotion Manager

Collaborated with cross-functional teams to create marketing solutions to drive \$20M+ in annual advertising sales

- Client facing marketer. Strategized and sold integrated campaigns
- Produced signature events, including the MORE Women's Half- Marathon; MORE Impact Awards; Escape with MORE at Miraval
- Supervised a team of 7 Integrated Marketers and Graphic Designers

### NY DAILY NEWS, New York, NY

#### 2004 - 2006 | Sales Development Manager

### DISNEY PUBLISHING WORLDWIDE, New York, NY

#### 2000 - 2004 | Promotion Manager

## WORDS TO LIVE BY

The pessimist complains about the wind;

The optimist expects it to change;

The realist adjusts the sails.

William A. Ward

## CAREER HIGHLIGHT

Produced the MORE Impact Awards for Former First Lady Michelle Obama in under 6 weeks with less than a \$150k budget (please ask me about this)

## PASSIONS

- Off the Beaten Track Travel
- Food Carts and Fine Dining
- Snowboarding

## EDUCATION

SUNY STONY BROOK, Long Island, NY  
B.A., Multidisciplinary Arts