

CHRIS MANCIVALANO

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WORK EXPERIENCE

BEAUTYCOUNTER, Remote

📅 November 2022 – April 2024 | Director, Events

Led strategic event planning and experiential production of the Beautycounter's signature program, **LEAD 2024**, along with domestic/international in-person incentive/advocacy trips and meetings. Budgets: \$50K to \$4MM+. Audience size: 50-2000.

- Main duties involved: managing budgets; negotiating contracts; collaborating with vendors; planning excursions, lodging, gifting, entertainment, transportation, and F&B; worked closely with designer on visual and aesthetic aspects to enhance the overall experience; partnered with internal stakeholders
- Constructed surprise and delight moments allowing attendees to forge deeper, more memorable connections with the brand
- Managed multiple projects simultaneously while managing a team of two experiential staff

ENGINE SHOP AGENCY, Remote

📅 August 2021 – October 2022 | Director, Experiential

Strategized/produced live experiences for automotive/travel/spirits clients. Budgets: \$50K to \$5MM+. Audience size: 150-50k.

- Managed Mercedes-Benz consumer rollouts and signature programs including: **Mercedes-EQ Experience** showroom in Santa Monica, **Classic Car Center Grand Opening** in Long Beach, and annual **Oscars Viewing Party** in Beverly Hills
- Activated and managed high-profile, cultural moments/consumer experience programs adjacent to **F1 Grand Prix Miami** (Hilton), **SuperBowl LVI** (Captain Morgan) and **Firefly Music Festival** (Three Olives).
- Collaborated with clients 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

Wrote pitch materials and sponsorship decks for **NYFW: The Shows**, outlining value proposition

NETFLIX, Remote/Los Angeles, CA

📅 March 2020 – March 2021 | UCAN, Events Manager

Developed/executed awards focused targeted virtual campaign strategies for scripted series and films. Budgets: \$25K to \$1MM+. Audience size: 50-2500.

- Responsible for managing and maintaining relationships with showrunners, filmmakers, talent, and Netflix cross-functional teams and partners for support of titles (**The Crown**, **Never Have I Ever**, **The Queen's Gambit**, **Dead To Me**, **Unorthodox**, **Big Mouth**, **Da 5 Bloods**)
- Identified ways to heighten contenders' profiles around needle-moving campaign opportunities

CONDÉ NAST, New York, NY

📅 October 2016 – February 2020 | Director, Experiences and Senior Marketing Director

Managed/produced integrated experiences for the Culture Division (**The New Yorker**, **Wired**, **Teen Vogue**, **Them**) and Beauty Division (**Glamour**, **Allure**, **Brides**, **SELF**). Budgets: \$5K to \$3.5MM. Audience size: 50-50K+.

- Lead event production and project managed tentpole events such as, **The New Yorker Festival**, **Glamour WOTY**, **Allure's Best of Beauty**, **Wired 25**, and **Teen Vogue Young Hollywood**
- Planned events that delivered on editorial and sponsor expectations, drove advertising and sponsorship revenue for the respective brand, and provided exceptional value to readers

TIME INC., New York, NY

📅 June – October 2016 | Director, Integrated Marketing

Ad sales marketer. Conceptualized/executed solutions and events to solve business challenges for top-tier advertisers

MEREDITH CORPORATION, New York, NY

📅 April 2006 – March 2016 | Events and Merchandising Director

Ad sales marketer. Collaborated with cross-functional teams to create marketing solutions for partners to drive \$20M+ in annual ad/sponsorship sales

NY DAILY NEWS, 2004 – 2006 | Sales Development Manager

DISNEY PUBLISHING WORLDWIDE, 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 First Lady Michelle Obama in under 6 weeks

PASSIONS

Off the Beaten Track Travel, Snowboarding, Food Trucks & Fine Dining

EDUCATION

SUNY STONY BROOK, BA
Multidisciplinary Arts