

Mark Hartnett

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markhartnett.com

Skills

Proven record of performance in strategy, ideas, communications, experiential production & events, market research, and team-building for world-class brands. I thrive on a challenge and motivate teams with can-do attitudes to meet and exceed all expectations. I drive revenue growth, brand relevance, and audience awareness.

Brand Strategy | Sponsorship Development | Event Production
Program Management | Licensing Negotiations
Digital & Social Marketing | Copywriting & Creative Direction

Experience

Marketing Consultant

SEPTEMBER 2021 - PRESENT, NEW YORK
DECEMBER 2016 - APRIL 2018, NEW YORK

Solutions-driven marketing consultancy focused on a host of media, agencies, luxury and consumer brands. Notable work includes:

- IMG/New York Fashion Week: Client management and program development lead for \$3M+ client relationship between IMG, Presenting Partner Afterpay, and participating fashion designers; Co-Producer of The Art of Rodarte, exclusive Rodarte pop-up shop & e-commerce platform; Negotiated and managed new collaborations between Afterpay with fashion designers, Sergio Hudson & 11 Honoré; Co-produced both fashion shows, as well as e-commerce initiatives to drive awareness, customer acquisitions and revenue for the fi-tech platform.
- MGCE: Developed brand relaunch for NYC's top catering & event production company; Digital and social strategy led to new business prospects, plus 24%+ followers and 74%+ online visitors in first month
- Bustle Media Group: Developed sponsorship opportunities for RuleBreakers, BMG's signature editorial property into an annual experiential platform; result: \$2M+ in new revenue
- Beautycon: Wrote presentation and complementary collateral to acquire new luxury and mass beauty + wellness brands for national experiential beauty event

GLAAD / VP, Corporate Relations & Events

JANUARY 2019 - SEPTEMBER 2021, NEW YORK

Led Corporate and Business Development teams that increased revenue by 50% to \$12M+ through event sponsorships, licensing, and creative content programming. Secured multi-year \$1M+ deals with world-class brands, including Procter and Gamble, Diageo, and Hyundai and custom programs including TikTok, Adobe, BMW and Hulu.

Sandow / Director of Integrated Marketing

MAY 2018 - DECEMBER 2018, NEW YORK

Managed team of 7 to ideate, sell and activate new partnerships and programs to grow business by 14%. Developed branded content and digital campaign strategy to increase cosmetic aesthetic membership program by 23% in first three months of launch.

Condé Nast / Integrated Marketing Director

VOGUE: 2012 - 2016, NEW YORK

SELF: MARCH 2005 - NOVEMBER 2012, NEW YORK

Complete project management for VOGUE and SELF for creative, digital and experiential marketing programs for clients across categories, including luxury, fashion, beauty, retail, CPGs and automotive. Developed, sold, and activated 'Style Driven' presented by Cadillac, Vogue's largest cross-platform September issue program (\$1M+) to date.

Hearst Media Group / Senior Project Manager

2002 - 2005, NEW YORK

Launched brand's key tentpole program, *The Esquire Apartment & House*, which generated \$3M+ annually through experiential brand/product integrations.

Education & Affiliations

Stockton University / Bachelor of Arts, Political Science

1995 - 1999, NEW JERSEY

Hetrick-Martin Institute / Board of Directors

2006 - 2009, New York