

Erik Giusti

Marketing Executive

707-327-6754 | erikgiusti@gmail.com | Los Angeles, CA

PROFESSIONAL SUMMARY

Passionate marketing executive with 13+ years of experience utilizing social media prowess to execute award-winning campaigns with talent and brands that drive product awareness, audience growth, and revenue

SKILLS

| | | |
|--------------------|-------------------------|-----------------------|
| Marketing Strategy | Commercial Partnerships | E-commerce |
| Project Management | Social Media Management | Editorial Programming |
| Data Analysis | International Marketing | Influencer Marketing |
| Team Leadership | Financial Planning | Paid Media |

ACHIEVEMENTS

- **Cultural Impact and Viral Success:** Engineered platform best practices and executed strategies that fostered cultural trends and viral phenomena, generating billions of video views and millions of engagements in collaboration with top global talent
 - **Successful Product Launches:** Spearheaded the launch of Instagram Reels, engaging 200+ high-profile talent accounts, and rollout of TikTok Shopping, driving \$100K+ in revenue during pilot program
 - **Cutting-Edge Innovations:** Developed pioneering AI concert integration with Katy Perry and AEG Presents, driving heightened data collection, fan engagement, and increased merchandise sales
 - **Community-Centric Initiatives:** Spearheaded impactful cultural initiatives, uniting talent with communities for *Pride* and *Support Black Talent* campaigns via strategic collaborations, leveraging editorial & out-of-home placements and live fan events
-

EXPERIENCE

Co-Founder, TENTH FLOOR Los Angeles, CA

May 2022-Present

- Co-founded a creative digital marketing agency delivering bespoke social media, content, and audience development strategies for talent and brands
- Oversee day-to-day marketing operations across the roster, employing viral content tactics that generated millions of views, engagements, and merchandise revenue
- Drive successful influencer and ad campaigns by leveraging creative partnerships and utilizing advertising, analytics, and SEO optimization strategies to ensure heightened visibility
- Hire and manage staff while handling business development, contract negotiation, budget planning, legal, and payroll administration

Strategic Partnerships Lead, TikTok Los Angeles, CA

April 2021-May 2022

- Fostered relationships with talent, steering successful short-form content strategies for audience growth through marketing, in-app programming, and editorial placements
- Crafted strategies that led to cultural trends, predicted content performance, discovered emerging talent, and grew fan communities by utilizing and interpreting data

- Drove product adoption and streamlined business operations by collaborating with global influencer, film/TV, gaming, and brand teams, enhancing organizational efficiencies
- Presented performance insights and growth opportunities to industry leaders and C-suite executives, effectively communicating strategic milestones

Strategic Partnerships Lead, Meta London, England

February 2019-April 2021

- Devised a comprehensive partnership strategy spanning Meta-owned properties throughout Europe, the Middle East, and Africa, maintaining strong connections with global talent, agencies, festivals, award shows, organizations, and charities
- Educated and engaged over 200 active partners, emphasizing best practices and growth opportunities for family apps, prioritizing impactful storytelling and community enrichment
- Collaborated with internal marketing, communications, product, engineering, and data teams to enhance partner experience and drive successful adoption of app products
- Achieved internal KPIs and partner business objectives by establishing tiered programs and executing global marketing campaigns, spotlighting emerging and diverse talent across EMEA regions

Director Digital Marketing, Capitol Records New York, NY & Hollywood, CA

May 2011-February 2019

- Led talent marketing and brand campaigns for talent across Capitol Music Group, including Capitol Records, Motown Records, Virgin Records, and Blue Note Records
- Cultivated enduring partnerships with top platforms such as YouTube, Meta, TikTok, Twitter, Spotify, Snapchat and Apple
- Amplified monetization through data-centric audience insights, uncovering new marketing drivers and avenues for growth via brand and media partners
- Fostered dedicated fan communities by deploying innovative social media strategies, spearheading seven-figure digital advertising initiatives, orchestrating high-CTR CRM campaigns, and launching engaging websites and mobile apps
- Oversaw contingent workforce and educational programs, overseeing the hiring and supervision of over 20 contracted employees

RECOGNITION

- Shorty Award, Best Influencer & Celebrity Partnership May 2021
- W3 Award (Gold), Social Content & Marketing September 2018
- Webby Award, Social April 2018
- W3 Award (Gold), Social Content - Activism January 2014

TECHNICAL SKILLS

| | | | | |
|------------------------|------------|--------|---------|-------------------|
| Adobe Creative Suite | Google Ads | Notion | ChatGPT | Squarespace |
| Microsoft Office Suite | TikTok Ads | Slack | Canva | Wix |
| Google Workspace | Meta Ads | Asana | Capcut | Wondershare Suite |

EDUCATION

Bachelor of Science, Magna cum laude, Northeastern University, Boston MA

Associate of Arts, Highest honors, Santa Rosa Junior College, Santa Rosa, CA