

GIAVANNA ZANNINO-PEPPE

CREATIVE STRATEGY • GROWTH MARKETING
EXPERIENTIAL DESIGN • PROJECT MANAGEMENT



EDUCATION

- **HOFSTRA UNIVERSITY**
MASTERS | SOCIAL RESEARCH
2011 - 2013 & PUBLIC POLICY
- **HOFSTRA UNIVERSITY**
BACHELORS | COMMUNICATIONS
2007 - 2011 MARKETING & PR

TACTICAL

- Marketing Campaigns
- Brand Development
- Content Strategy
- Multimedia Storytelling
- Experiential Events
- Creative Production
- Project & Ops MGMT

TECHNICAL

- **Design:** Adobe Photoshop, Canva
- **Web Design:** Wix, Squarespace, Shopify
- **Production:** Frame.io, CapCut, iMovie
- **Analytics:** Instagram, Meta, YouTube, TikTok
- **CRM:** Mailchimp, Beehiiv, Flodesk
- **Project MGMT:** Notion, Miro, Slack
- **Asset MGMT:** Drive, Dropbox, WeTransfer

PROFESSIONAL EXPERIENCE

- **FOUNDER, CREATIVE DIRECTOR, EXECUTIVE PRODUCER**
[MAJORMOOD MEDIA](#) • Multimedia Platform | 2023 - Present • Boston / Remote
 - Founded a multimedia platform blending music, culture, and transformative storytelling through podcasts, video content, and live interviews
 - Leads cross-channel marketing campaigns to drive audience growth and engagement across YouTube, Meta, Instagram, TikTok, and podcast platforms
 - Produces and hosts original shows including MAJORMOOD Eclipsed and MAJORMOOD Street, amplifying diverse voices through culture-first content
 - Applies data insights and SEO strategy to optimize video performance, enhance content discovery, and increase retention
 - Authors MAJORMOOD Mondays, a weekly newsletter with a 47% open rate, building brand loyalty through editorial voice and consistency
- **FOUNDER, CREATIVE DIRECTOR**
[MAJORMOVES NYC](#) • Creative Agency | 2021 - Present • NYC / Remote
 - Founded and scaled a creative agency specializing in brand development, digital marketing, and culturally-driven experiential activations
 - Developed artists and early-stage brands into market-ready businesses with clear positioning, messaging, and visual identity systems
 - Led end-to-end campaign strategy and production, including experiential pop-ups, multi-format activations, and live events
 - Designed operational systems and project management workflows that improved team efficiency and drove revenue growth
 - Created digital branding, e-commerce platforms, pitch decks, and press materials to support long-term brand visibility and funding
- **PROJECT MANAGER, MARKETING STRATEGIST, EVENT PRODUCER**
[24/7 ARTISTS](#) • Tech, Education, Career MGMT | 2023 - 2024 [contract] • Austin, TX
 - Produced the SXSW 2024 "BlackLyte" event featuring Goapele, Talib Kweli, and Robert Randolph
 - Led end-to-end planning across artist relations, brand activations, production logistics, & event execution
 - Built and managed a collaborative Notion workspace for 24/7 team and partners to streamline timelines, deliverables, assets, and cross-partner coordination
 - Created sponsorship decks and branded content with compelling copy to secure investor funding and support marketing rollouts
 - Oversaw talent curation, scheduling, and cross-functional meetings across creative and operations teams

PROFESSIONAL EXPERIENCE CONTINUED

• MARKETING STRATEGY & GROWTH SPECIALIST, EVENT PRODUCER

NORTHSTAR • Mobile App, Wellness Retreat, Indie Label | 2022 - 2023 [contract] • Austin, TX

- Produced and curated the SXSW 2023 Experiential Retreat House & Official Showcase "The Playground", designing an immersive space for 15 artists, industry leaders, and live showcase with brand activations
- Led, developed, & executed B2B & B2C marketing initiatives to drive brand growth
- Designed and led strategic brand activations, integrating wellness, networking, educational workshops and creative collaboration into the retreat experience
- Directed digital content creation, marketing campaigns, & social media strategy for weeklong event
- Managed sponsorship outreach, securing over \$10K in funding
- Crafted high-impact partnership proposals, web copy, & messaging

• FOUNDER, CREATIVE DIRECTOR, OPERATIONS, EVENT PRODUCER

SEDIMENTARY SOUND • Record Label, Collective, Event Series | 2015 - 2021 • NYC

- Established and grew an independent record label and music collective, overseeing brand development, strategy, event programming, and music releases
- Managed global artist relations, bookings, and travel logistics, ensuring seamless collaboration between local and international acts
- Directed artist development, creative strategy, and studio operations, optimizing schedules and workflow for multiple artists
- Led content strategy and brand messaging, serving as the lead copywriter for web content, socials, email campaigns, and press releases
- Produced and executed 150+ live events across NYC & the UK, curating experiences that drove engagement and brand recognition on a global scale
- Curated NYC's premiere underground event series, "ON THE LOW," establishing a flagship platform for emerging artists & tastemakers

• DIRECTOR OF PROGRAMS

CENTER FOR COMMUNITY ALTERNATIVES • Alternative To Incarceration NPO | 2015 - 2020 • NYC

- Oversaw & developed afterschool creative arts programs for youth detention centers throughout NYC
- Raised over \$500k from private investors due to program success and attendance rates
- Provided high-quality arts, music, and well-being programs to incarcerated youth
- Vetted & hired independent contractors to facilitate arts, music, and educational workshops
- Managed 20+ program staff to ensure efficient and quality workshops
- Organized monthly showcases for friends, families, and staff
- Highest program attendance for secure detention facilities throughout NYC 2015 - 2020
- Developed and managed annual budgets to optimize resource allocation and maximize impact

ADDITIONAL EXPERIENCE

• MUSIC & TALENT INTERN, NYC

NICKELODEON NETWORKS • JAN 2011 - JUNE 2011

• PUBLIC RELATIONS INTERN, NYC

MTV NETWORKS • SEP 2010 - JAN 2011

Served in dual internship roles at Nickelodeon and MTV, supporting talent casting, event coordination, artist logistics, and press material development for major productions including Nickelodeon's open casting call in NYC, the HALO Awards, and MTV's Movie & Video Music Awards in Los Angeles, CA.

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