EMANUEL OKUSANYA

INTEGRATED MARKETING COMMUNICATIONS | BRAND STRATEGY | CONTENT PARTNERSHIPS

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PROFESSIONAL EXPERIENCE

EBONY Magazine — Senior Music Lead **July 2024 - July 2025 (FTE) | July 2025 - Present (Freelance)**

- Drove an 80% increase across social engagement and website traffic within six months through integrated editorial, video, social, creator partnerships, and live experiences.
- Led end-to-end planning and execution of music and culture campaigns, coordinating talent, internal stakeholders, external partners, creative assets, production timelines, and multiple simultaneous deliverables.
- Managed freelance writers, creators, and production partners, overseeing briefs, budgets, deadlines, approvals, and final delivery across high-visibility campaigns.
- Produced live-performance programming for EBONY Power 100, managing artist relations, production schedules, rehearsals, vendors, budgets, and stakeholder communication for talent including Coco Jones and Durand Bernarr.

Variety — Music Contributor **April 2022 - Present (Freelance)**

- Reported and wrote artist interviews, exclusive announcements, and music features spanning pop, R&B, hip-hop, and global music, covering Brandy, Burna Boy, Ayra Starr, and Wizkid.
- Built relationships across labels, managers, artists, and publicists to secure interviews, develop exclusive stories, and deliver coverage around major releases and career milestones.
- Identified emerging audience, platform, and cultural trends to inform artist positioning, discovery, and storytelling across digital media.

Warner Music Group (ADA) — Senior Manager, Digital & Media Marketing **October 2023 - July 2024**

- Led See You Next Year 2's social and media campaign with Pigeons & Planes and BIG ASS KIDS, coordinating talent briefs, budget recommendations, Shangri-La content and a Complex release event.
- Managed trade-newswire releases for major partnerships and acquisitions, including the Paris Hilton deal; supported its Variety exclusive and artist positioning for Hilton and Nemzzz.
- Drafted executive talking points, press-release quotes and Billboard, HITS Daily Double, Music Business Worldwide submissions for VP- through president-level leaders; led reactive artist communications.
- Secured label and artist coverage across Billboard, Variety, Rolling Stone, Complex and BET. Activated content partnerships across On The Radar, COLORS, NPR Tiny Desk, Snapchat, Apple Music and SiriusXM.
- Led cross-functional creative execution across social, creator, and digital campaigns, managing agencies, budgets, asset approvals, reporting, and audience insights to optimize campaign direction and investment.
- Executed release strategies across Spotify, Apple Music, Amazon Music, YouTube Music, TIDAL and Pandora; coordinated artist opportunities at TikTok offices and the Empire State Building.

Variety — Senior Brand Partnerships and Marketing Associate **October 2020 - October 2023**

- Led integrated brand campaigns across digital, social, editorial, video, experiential, and talent-led touchpoints for Variety franchises including Hitmakers.
- Partnered across creative, editorial, production, talent, sales, and external brand teams to translate campaign objectives into cohesive consumer-facing experiences.
- Executed talent-driven activations with TikTok and Sony Audio, supporting campaigns featuring Dua Lipa and Omar Apollo.
- Managed campaign budgets, timelines, vendors, and concurrent workstreams while using audience insights to optimize performance.

Yelp — SMB Account Manager **June 2019 - April 2020**

SiriusXM Pandora — Client Services Intern **June 2018 - August 2018**

CBS — Face the Nation/CBS Radio Intern **January 2018 - June 2018**

Bank of America — Client Services Representative **February 2016 - June 2018**

EDUCATION: Howard University — Coursework in Media Management, Entertainment Marketing

SKILLS: Integrated Marketing Communications • Brand Strategy • Consumer Campaigns • Audience Insights • Creative Strategy • Campaign Development • Cross-Functional Leadership • Digital & Social Strategy • Creative Asset Management • Agency & Freelancer Management • Budget Management • Performance & Audience Analytics