

EMANUEL OKUSANYA

ARTIST & CREATIVE MARKETING | DIGITAL STRATEGY |
MUSIC & CULTURE

New York, NY | 973-391-4863 | contact@emanuelokusanya.com | [LinkedIn](#)

PROFESSIONAL EXPERIENCE

EBONY Magazine — Senior Music Lead

July 2024 - July 2025 (FTE) | July 2025 - Present (Freelance)

- Drove an 80% increase in audience engagement within six months by developing platform-native strategies across editorial, video, social, creator partnerships, and live programming.
- 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)

- Developed culturally informed music and artist storytelling strategies spanning pop, R&B, hip-hop, and global music, with coverage featuring artists including Brandy, Burna Boy, Ayra Starr, and Wizkid.
- Built and maintained relationships across labels, managers, artist teams, publicists, and entertainment partners to develop premium editorial opportunities and strengthen artist narratives.
- 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

- Managed approximately 15 artist campaigns across the US, UK, and Africa, coordinating artist teams, A&R, marketing, commercial, DSP, publicity and agencies.
- 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.
- Managed artist social content, agencies, creators, budgets, reporting and asset approvals; used audience insights and AI-assisted analysis to inform rollout and budget decisions.
- 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

- Managed integrated campaigns for Variety franchises including Hitmakers, coordinating artist teams, brands, creators, vendors, and internal stakeholders.
- Oversaw branded assets across digital, social, editorial, video, and live campaigns, creating workflows to streamline approvals and delivery.
- 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, Media Management - Entertainment Marketing

SKILLS: Artist & Creative Marketing • Artist Brand Development • Digital & Social Strategy • Release Campaigns • DSP & Streaming Strategy • Creator & Influencer Marketing • Creative Asset Management • AI Implementation • Process Development • Agency & Freelancer Management • Budget Management • SEO Optimization • Editorial Storytelling • Performance & Audience Analytics • Adobe Creative Suite (Intermediate) • Canva • Chartmetric • Luminate • Salesforce • JIRA • Notion