

## Contact

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## Top Skills

Experiential  
Content  
Mentor

## Publications

Something Admusing

# Gabrielle Kessler

SVP Brand Experience at We Are Social + Narrative  
Los Angeles, California, United States

## Summary

Well-rounded marketing professional with 10+ years creating innovative solutions for clients across multiple verticals.

## Experience

### We Are Social

SVP Brand Experience & Production at We Are Social + Narrative  
October 2021 - Present (3 years 5 months)  
United States

Senior leader overseeing agency production and delivery across content, partnerships and earned led activations. Experiential SME.

### Narrative

SVP Brand Experience  
September 2021 - May 2023 (1 year 9 months)

### Future

2 years 11 months

### VP Client Solutions

April 2020 - September 2021 (1 year 6 months)

Oversees all B2C integrated program solutions and revenue opportunities for Future PLC, the global media company specializing in the Tech, Gaming, Music and Knowledge verticals.

### VP Experiential

November 2018 - April 2020 (1 year 6 months)

### The Visionary Group

Creative Director  
November 2016 - November 2018 (2 years 1 month)  
Culver City, CA

### What's Trending

Head of Strategy, Partnerships & Revenue

January 2016 - November 2016 (11 months)

What's Trending is a Primetime Emmy-nominated content-driven media company, bringing audiences the hottest videos and personalities from the digital, viral world everyday.

What's Trending has a variety of formats on its website hub and YouTube channel (55,000,000+ views) from quick Trending Now MTV News-style hits to live music performances, parodies of popular videos, and exclusive interviews with the web and social's biggest talent, and much more. Our award winning multiplatform content reaches audiences across some of the biggest partners in media, including HLN, Yahoo!, Virgin America, iHeartRadio, Dailymotion, Vessel, Complex and many others.

In addition to creating notable branded content activations with Fortune 500 brand advertisers including Samsung, Ford, Marriott, AT&T, and many others, What's Trending has a strong commitment to giving back through social good and charitable programs.

What's Trending connects brands with audiences through:

- Media, sponsorships, and product integrations on videos.
- Custom branded content creation and original campaigns.
- Press-worthy live specials and co-created events.
- Superstar social influencer and traditional talent integrations.
- Social web curation technology at [whatstrending.com](http://whatstrending.com).

For more, check out [whatstrending.com](http://whatstrending.com), [youtube.com/whatstrending](https://youtube.com/whatstrending), [facebook.com/whatstrending](https://facebook.com/whatstrending), and [@whatstrending](https://twitter.com/whatstrending) on twitter.

**Omnia Media, Inc.**

Head of Integrated Marketing & Director Brand Partnerships

June 2014 - December 2015 (1 year 7 months)

Los Angeles, California

- Built IM department from the ground-up at the fastest growing independent MCN in the marketplace

- Oversees creative ideation, process and execution of brand integration campaigns across multiple content verticals including lifestyle, entertainment, gaming and music

## Something Massive

3 years 1 month

### Director of Business Development

June 2013 - June 2014 (1 year 1 month)

- Lead and oversee the development of new business and maintain effective key agency relationships
- Contribute to the development and refinement of Something Massive's future vision and strategy

## Senior Accounts Manager

June 2011 - June 2013 (2 years 1 month)

Los Angeles, California

- Manage day-to-day operation of multiple client accounts, owning client relationships from pitch to delivery
- Work side-by-side with senior creatives and agency partners to develop high-level digital strategy and supporting campaigns
- Strong focus on entertainment clients, including major motion picture studios and exhibitor chains
- Develop strategy and oversee social community management teams for multiple brands

## Video Army

### Project Manager

2009 - 2011 (2 years)

Venice, Ca

Project Manager for start-up video marketing agency

- Worked with clients to establish online presence through original video production, distribution, social media and SEO/VSEO marketing
- Daily responsibilities included business development, generating overarching strategy and managing day-to-day production responsibilities, budgets and timelines

## Storyboards Inc

### Marketing

July 2008 - August 2009 (1 year 2 months)

- Acted as liason between Art Directors and contract artists in Advertising, Commercial Production and Feature Film Production. In charge of internal brand marketing and positioning.
- Created and distributed all visual marketing to advertising, commercial production and film clients
- Compiled and edited video reels for promotional distribution
- Managed all web site operations and SEO marketing. In charge of all digital asset management, transfer, inventory and organization
- Spearheaded expansion of artist roster to include photo compositors, 3D artists and visual effects editors

## Folio Photography

Owner/Operator

January 2004 - September 2008 (4 years 9 months)

Commercial photography, graphic design, logo and branding services for clients including musicians and actors, independent film production companies, high-end interior designers and restaurateurs.

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## Education

Tisch School of the Arts, NYU

Drama · (2001 - 2005)

NVOT