

# Jimmy Lepore Hagan

Marketing // Strategic Partnerships // Social Media

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## EXPERIENCE

### **Nanette Lepore, New York — Vice President of Strategy**

August 2014 - October 2015

Lead business development in US, Middle East, and Asia, managed strategic partnerships, oversaw multi-million dollar sale of company, managed corporate operations, creative directed New York Fashion Week runway shows, art directed photo campaigns, oversaw brand messaging, lead public relations, secured corporate sponsorships, supervised eCommerce, launched paid search and display digital marketing campaign

### **Nanette Lepore, New York — Director of Digital Media**

July 2011 - August 2014

Launched company Instagram, Twitter, YouTube & Facebook, Created unique content for 8 official social media platforms daily, spearheaded influencer marketing, developed partnerships with digital media outlets, managed team of creative and marketing professionals

### **Fashion Institute of Technology, New York — Professor**

January 2015 - August 2015

Taught traditional and digital advertising techniques with a foundation in media theory for a required course in Advertising & Marketing Dept.

### **Social Media Consultant, New York — Consultant**

July 2015 - Present

Applied social media know-how to help global artisans reach new customers online and outlined a roadmap for a family company to take on the digital challenges of the 21st Century

## CAREER HIGHLIGHTS

- Oversaw PR & Marketing of Nanette Lepore New York Fashion Week runway show for 9 seasons
- Art Directed 20+ campaign photo shoots
- Flown to Hong Kong to speak about the secrets of brand success
- Hosted brand events in New York, LA, London, & Tokyo
- Secured hundreds of thousands of dollars in corporate sponsorship
- Supervised Pixel Award Nominated eCommerce redesign

## INTERNATIONAL SPEAKING

Hong Kong Innovation  
Technology and Design  
Conference  
Masterclassing Luxury Market  
Keynote Speaker  
Luxury Interactive  
Fashion Digital Mobile  
Conference  
AT Kearney: Young Executive in  
Retail Roundtable  
Consensus Next Great Consumer  
Brand Conference  
Cosmopolitan Magazine/CFDA  
Fashion Careers Summit  
Columbia Business School Retail  
& Luxury Goods Club Conference  
FashionTech NYC

## QUOTED

*The New York Times*  
*Pittsburgh Post Gazette*  
*Fashionista*  
*Fashion Times*

[Becoming the Boss: New Rules for the Next Generation of Leaders](#) (NYTimes Bestseller)

## EDUCATION

### **Oberlin College — Bachelor of Arts**

September 2007 - June 2011

Art History and English  
major, 3.8 GPA, Phi Beta  
Kappa honor society member