

Jimmy Lepore Hagan

BRANDING // 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 campaigns.

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
[FIT], New York. Adjunct Professor
January 2015 - August 2015

Developed syllabus for required course on traditional and digital advertising techniques, worked directly with Department Chair as a Module Coordinator in Advertising & Marketing Dept. to determine course content and assessment, planned weekly 3 hour lecture for 15 class periods.

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.

INTERNATIONAL SPEAKING //

Brand Innovators Fashion & Beauty. New York City — The Global Fashion Omnichannel Experience. Panelist — *September 2015*

Masterclassing: Luxury Market. New York City — Real Success on Social Media. Keynote Speaker — *March 2015*

Fashion Digital Mobile Executive Summit. New York City — Mobile Commerce Success: What Does it Mean and How Do We Get It. Panelist
March 2015

AT Kearney Young Executives in Retail Roundtable. New York City — Made in X: The Fact or Fiction Behind Global Supply Chains.
Featured Speaker — *March 2015*

Innovation Design Technology Global Conference. Hong Kong — Building Organic Relationships on Instagram, Secrets of Brand Success Segment. Featured Speaker — *December 2014*

Advertising Women of New York Advertising Career Conference. New York City — Fashion Marketing Panel. Organizer and Moderator
November 2014

Decoded Fashion NYC Summit. New York City — Mentorship Hub. Advisor — *November 2014*

Luxury Interactive Summit. New York City — Cupcakes, Clouds, and Skyscrapers: How to Decode Instagram and Reach Millennials on Your Terms. Featured Speaker & Advisory Board Member — *October 2014*

FashTechNYC Startup Weekend Conference. New York City — How Technologies are Shaping the Way We Shop. Panelist — *September 2014*

Consensus Next Great Consumer Brand Conference. New York City — Nanette Lepore: The Story. Featured Speaker — *April 2014*

Columbia Business School Retail & Luxury Goods Conference. New York City — Save the Garment Center Panel. Moderator — *April 2014*

Cosmopolitan Magazine/CFDA Fashion Careers Summit. New York City — Career Bootcamp. Panelist — *November 2013*

Advertising Women of New York Advertising Career Conference. New York City — IRL v. LOL: The Tensions, Tactics and Opportunities of 21st Century Traditional and Digital Retail. Panel Organizer and Moderator — *November 2013*

Tumblr x W27 Fashion Institute of Technology [FIT]. New York City — The Future of Blogging. Panelist — *March 2013*

QUOTATIONS & CITATIONS //

Sourcing Journal, “Nanette Lepore Champions NYC Garment Industry” Lyndsay McGregor — *March 25, 2015*

Fashion Times, “Marc Jacobs and ImagineX Team Up to Form Joint Venture” Kelsey Drain — *March 18, 2015*

Pittsburgh Post Gazette, “New York Fashion Week Filled with Change in 2015” Sarah Bauknecht — *February 8, 2015*

Fashionista, “Nanette Lepore Is On Her Way to Becoming a Lifestyle Brand” Lauren Indvik — *January 6, 2015*

Becoming the Boss: New Rules for the Next Generation of Leaders, New York Times Bestseller Lindsey Pollak — *September 16, 2014*

Fashionista, “What Fashion Week is Like for Social Media Managers” Tyler McCall — *September 5, 2014*

The New York Times, “Where Artisans Meet Fashion: Nest, a Nonprofit Organization, Introduces Artisans to Those Who Use Their Wares” Rachel Felder — *August 13, 2014*

Dallas Morning News, “Who Sits Where at New York Fashion Week Can Be Tricky Business” Sarah Bauknecht — *February 8, 2014*

Sydney Morning Herald, “Organizing Seating at Fashion Week is Tricky Business” Sarah Brauknecht — *February 6, 2014*

Pittsburgh Post Gazette, “Front Row to Fashion: Who Sits Where at New York Fashion Week Can Be Tricky Business” Sarah Bauknecht — *February 3, 2014*

Cosmopolitan.com, “Career Advice You’ll Actually Use” Carly Cardellino — *November 25, 2013*

High Fashion Magazine, “Nanette Lepore: How These 20-Somethings Are Shaping Her Fashion Label” Amber Milt — *September 25, 2013*

ELLE.com, “Made in America: Nanette Lepore’s New Shoe” Faran Krentcil — *May 24, 2013*

The New York Times, “Who Am I Wearing? Funny You Should Ask” Ruth La Ferla — *September 12, 2012*

PUBLICATIONS //

Hyperallergic, “Smells Like Art”

January 27, 2012

Huffington Post, “Review: Ryan Trecartin’s Any Ever at MoMA PS1”

August 22, 2011

Huffington Post, “Teachings from My Father at the Ohio Protest”

February 23, 2011

Artwrit, “Ryan Trecartin: Any Ever at MoMA PS1”

August, 2011

EDUCATION //

Oberlin College — Bachelor of Arts

September 2007 - June 2011

Art History and English major, 3.8 GPA

Phi Beta Kappa honor society member

CAREER HIGHLIGHTS //

Oversaw PR & Marketing of Nanette Lepore New York Fashion Week runway show for 9 seasons over 4 years

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 over \$200,000 in corporate sponsorship

Supervised Pixel Award Nominated eCommerce redesign

Drew 80,000 viewers to Nanette Lepore runway show live stream, September 2014