
NICKI MINAJ

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CHIEF BUSINESS & REVENUE OFFICER

- ✓ An entrepreneurial executive with 20 years of driving measurable growth for emerging and established brands.
- ✓ Led company properties from the red into the black. Revamped all of its brands' offerings into a fully digitized business.
- ✓ Masterminded a complete makeover of the brand. Launched Brand Food Festival, now an industry leading yearly event, and one of the most profitable events to date for publisher
- ✓ Secured high-value partnerships in the luxury and fashion categories, propelling Magazine to its most profitable year ever.
- ✓ Delivers sales tools, marketing plans, and promotions to increase companies' overall value and find new and innovative ways to grow market share. Unflappable, with sound interpersonal skills a stellar work ethic, possesses a proven record of hands-on developing global teams. Fosters relationships at all levels—internally and externally—based on respect and mutual admiration.

PROFESSIONAL EXPERIENCE

MEDIA CORPORATION | NEW YORK, NY

02/2018 – PRESENT

CHIEF BUSINESS OFFICER

Promoted for turning around mag and its portfolio brands. Oversees company's \$40M global brand portfolio. Owns P&L, sales, marketing, editorial, events, subscriptions, and revenue growth. Provides leadership to 64 employees across the US, Europe, and Asia. Established new offices in China and Korea. Crucial member of the acquisition team responsible for opportunity analysis.

Transition the editorial, sales, and marketing staff from print to the new digital platform while still converting 60% of existing ad revenue which resulted in a 75% conversion.

Generate new revenue streams and develop digital assets adherent to SEO best practices and a digital ROI paradigm shift.

- ▶ Transitioned from B2B to a B2C product by developing consumer-facing content and events targeting millennial audiences.
- ▶ Launched an in-house agency for brand Studios to provide custom content for sponsors.
- ▶ Adeptly guided the launch of Beauty Inc.'s digital platform and e-commerce business.
- ▶ Established KPIs and a new pricing structure while inventing revenue streams, including subscriptions, newsletters, and ads.
 - ✓ Grew double digit profitability across all brands during tenure.
 - ✓ Produced \$5M in additional events revenue from conferences in Japan, Beijing, Shanghai and Dubai.
 - ✓ Added \$6M in annual sales from in-house agency.
 - ✓ Established licenses for mag in China and Korea.
 - ✓ Contributed to the acquisitions of Company A and Company B brands.

MAGAZINE BRAND | NEW YORK, NY

10/2011 – 02/2018

SENIOR VICE PRESIDENT, GROUP PUBLISHER | 01/2015 – 02/2018

VICE PRESIDENT, PUBLISHER | 10/2011 – 01/2015

Promoted for distinction in previous position and recognition during the company acquisition of Media Company and assumed full ownership of company conference division. Led a global team of 25 in New York, Paris, London, and Milan, producing and selling innovative, digital, print, and mobile solutions for B2B and B2C brand partners.

Oversee the digital transformation of the legacy brand and foundation from daily print to online.

- ▶ Expanded the advertising base to include fintech and solution providers and created new X Weekly revenue streams.
- ▶ Drove sales, marketing, and growth strategy for XYZ portfolio brands.
- ▶ Helped sales shift from print to data-driven online sales with different creative assets, inventory, and real-time measurements.
 - ✓ Increased total brand revenue 11% in year one, 3% in year two, and 5% in year three with a 44% digital growth.
 - ✓ Grew Magazine Summits & Conferences Division from \$7M to \$12M in gross annual profits.

BIG SHOT PUBLISHER | NEW YORK, NY

10/2006 – 10/2011

VICE PRESIDENT, PUBLISHER – BIG SHOT INC.

Promoted for performing above and beyond the scope of the previous job. Owned all aspects of business performance. Supervised a team of 30 across advertising sales, promotions, trade, and consumer marketing.

Turn around and innovate the struggling, outdated food brand.

- ▶ Developed alternative revenue streams through licensed products and special interest publications.
- ▶ Produced multiple events—from concept through execution—that still exist today as top revenue generators.
- ▶ Rolled out the pop-up restaurant concept across multiple cities and tourism partners.
 - ✓ **Generated \$15M in advertising and sponsorship revenue from event rollout.**
 - ✓ **Increased ad revenue by \$6M in the first two years.**
 - ✓ **Elevated brand perception through marketing programs, sponsorships, and events, resulting in expanded advertiser base.**

BIGGER SHOT PUBLISHING | NEW YORK, NY

05/2004 – 01/2006

ASSOCIATE PUBLISHER

Led sales strategy and a 30-person staff - supervised six global offices in the US and Europe, driving multimillion-dollar advertising revenue. Oversaw all aspects of sales, marketing, and sponsorships.

Invent additional revenue streams for an already successful brand to increase profitability.

- ▶ Widened ad base to include travel and luxury.
- ▶ Launched the Rag Mag “100 Best Films of All Time.”
- ▶ Spearheaded the “Campaign Hollywood” event series featuring movie screenings, live concerts, and VIP dinners.
 - ✓ **Secured a \$2.5M advertising sponsorship with Infiniti for “Campaign Hollywood.”**
 - ✓ **Posted \$3M in sponsorship for “100 Best Films of All Time.”**

TRAVELER | NEW YORK, NY

10/2000 – 05/2004

ADVERTISING DIRECTOR

Cultivated a diverse base of advertising partners in the travel and luxury spaces. Managed a \$3M marketing budget and a 25-person team comprising international reps in Hong Kong, Thailand, London, and Milan.

Lead team through the 9/11/2001 business downturn.

- ▶ Expanded the business into luxury, and beauty and fashion, through innovative marketing and advertising programs.
- ▶ Oversaw sales of City Guides, a supplemental insert running periodically throughout the year.
- ▶ Mentored, provided presentations, and coached sales team to exceed targets and goals.
 - ✓ **City Guides posted \$1.5M in revenue.**
 - ✓ **New categories generated \$2M in revenue.**

SKILLS

Branding | Budgeting | Client Relationships | Digital & Business Transformation | Digital Platforms | Events | Executive Management | Global Leadership | Influential Presentations | KPIs | Leadership | Mentor & Coaching | Microsoft Office: PowerPoint & Excel | Operations | P&L | Revenue & Profit Growth | Sales & Marketing Strategy | Sponsorships | Strategic Direction | Strategic Partnerships | Superlative Written & Oral Skills | Profitable Partnerships | Team Building

EDUCATION

UCLA | Los Angeles, CA

Bachelor of Business Administration Minor Journalism