

NICKI MINAJ

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Senior executive with 20 years of global experience driving measurable growth for emerging and established brands. Proven success developing new revenue streams, modernizing brands, and turning around business units to profitability. A forward-thinking leader recognized for the creation and successful execution of innovative ideas. *Expertise includes:*

Global Leadership | Sales & Marketing Strategy | Digital & Business Transformation | Revenue & Profit Growth
P&L / Budget Management | Brand Development | Team Building & Leadership | Strategic Partnerships

CAREER HIGHLIGHTS

- **Responsible for the digital transformation and profitability of the Fairchild brands.** Revamped WWD from a 100-year-old B2B print publication to a fully digitized platform. Transformed decades-long financial loss into profitability in 18 months.
- **Launched \$15M global events and licensing business** in China, Japan, Europe, and Dubai.
- **Guided rapid turnaround of the Bon Appétit brand for Condé Nast** by launching award-winning digital products and large-scale, industry-first events that garnered millions in advertiser revenue, and that are still profitable today.
- **Led Vanity Fair into its most profitable year to-date** (at time) while managing 6 global offices in the US and Europe.
- **Built a robust global network** of C-suite executives across multiple industries.

EXPERIENCE

FASHION MEDIA / | New York, NY

Chief Business Officer

Feb 2018 – Present

Oversees Fashion \$40M global brand portfolio inclusive of Live Conferences, Footwear News, Sourcing Journal, FashInvest, and Beauty, Inc. Responsible for driving business performance across all brands and platforms with ownership of P&L, sales, marketing, editorial, events, subscriptions, and revenue growth.

- Provided leadership to 64 employees across the US, Europe, and Asia. Established new offices in China and Japan.
- Transitioned the brand from B2B to a B2C product by developing consumer-facing content and events targeting millennial audiences. Enabled 28% growth across all brands during tenure.
- Launched WWD Studios as an in-house agency providing custom content for sponsors, adding \$6M in annual sales.
- Guided successful launch of Beauty, Inc.'s digital platform and e-commerce business.
- Key member of the acquisition team managing P&L and opportunity analysis. Led acquisition of the FashInvest brand.
- Established licensees China and Korea. Introduced new conference leadership in Beijing, Shanghai, and Japan.
- Contributed to strategic discussions around brand direction, M&A, and growth planning.

Senior Vice President, Group Publisher – Cosmo Brand

Jan 2015 – Feb 2018

Vice President, Publisher – Cosmo Brand

Oct 2011 – Jan 2015

Key driver of sales, marketing, and growth strategy for Beauty Magazine, Inc.). Led a global team of 25 in New York, Paris, London, and Milan in producing and selling innovative, cross-platform (digital, print, mobile) media solutions for B2B and consumer brand partners. Promoted to SVP with full ownership of the Summits & Conferences Division representing \$15M in gross annual profits.

- Expanded total brand revenue 11% in year one, 3% in year two, and 5% in year three with 44% digital growth.
- Established relationships with C-suite executives and client decision-makers worldwide.
- Led digital transformation efforts to transition the legacy brand from daily print to online. Replatformed XYZ.com and created digital initiatives to drive growth. Created new revenue stream through the launch of XYZ Weekly.
- Guided executive leadership discussions around brand strategy and direction.

Big Company | New York, NY

Vice President, Publisher – Rag Mag

Jan 2006 – Oct 2011

Senior executive tasked with turning around the struggling Rag Mag brand. Owned all aspects of business performance, overseeing a team of 30 across advertising sales, promotions, and trade/consumer marketing. Produced multiple events from concept through execution that still exist today as top revenue generators.

- Successfully transformed Rag Mag through elevated marketing programs, high-value sponsorships, and events, culminating in an industry-first sale of its digital properties.
- Conceptualized and launched Rag Mag Vegas Uncork'd – a multi-day culinary event in Las Vegas drawing over \$8M in sponsorship revenue, and one of the brand's most profitable events to-date.
- Created the Rag Mag and Supper Club – a first-of-its-kind pop-up restaurant. Rolled out the concept across multiple cities and tourism partners, generating \$15M in advertising and sponsorship revenue.
- Developed alternative revenue streams through licensed products and special interest publications.

Associate Publisher – Magazine X

May 2004 – Jan 2006

Supervised six global offices in the US and Europe with responsibility for driving multimillion-dollar advertising revenue. Secured high-value partnerships in luxury and fashion that helped propel the brand into its most profitable year ever (2005). Oversaw all aspects of business operations and growth including sales, marketing, sponsorships, and events.

- Led sales strategy and a 20-person staff in developing innovative marketing programs to drive new business.
- Launched the Vanity Fair / TCM “100 Best Films of All Time” in partnership with Graydon Carter and edit team.
- Spearheaded the “Campaign Hollywood” event series leading up to the Oscars, featuring movie screenings, live concerts, and VIP dinners. Secured a \$2.5M advertising sponsorship with Infiniti.

Advertising Director –Traveler Rag

Oct 2000 – May 2004

- Cultivated a diverse base of advertising partners in the travel and luxury spaces. Managed a large marketing budget and 20-person team comprised of international reps in Hong Kong, Thailand, London, and Milan.
- Led team through difficult period during 9/11.
- Expanded the business into new categories through innovative marketing and advertising programs.
- Oversaw sales of CNT City Guides, a supplemental insert running periodically throughout the year.

Earlier Roles: Smith & Jones (1997 – 2000).

EDUCATION

BBA, Business; Journalism Minor | UNIVERSITY OF TEXAS | Austin, FL

Affiliations: Board Member & Advisor to Multiple Businesses