

BRIAN WRIGHT

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ABOUT ME

Marketing leader with 15+ years of experience driving global brand marketing, cultural partnerships, and experiential activations across entertainment, luxury, and consumer brands. Skilled at forging relationships with artists, creators, and industry stakeholders, and bringing brands to life through high-visibility events, live experiences, and digital engagement platforms. Proven ability to deliver fan-first activations that deepen brand relevance, generate measurable ROI, and elevate customer engagement. Recognized for executive presence, creative problem-solving, and cross-functional leadership, with a track record of delivering programs that blend innovation, culture, and business impact.

STRENGTHS AND SKILLS

Agency / Vendor Management	Compliance and Governance	Executive Storytelling	Localization
Audience Strategy	Content and Creative	Experiential Activations	Marketing Strategy
Brand Strategy / Architecture	Contracting and Negotiating	Global Enablement	Product Marketing
Budgeting and Forecasting	Cross-Functional Leadership	Go-To-Market (Integrated)	Program Management
Business Development	Customer Lifecycle / CRM	Insights and Research	Strategic Partnerships
Competitive Analysis	Digital / Social Marketing	KPI / ROI Analysis	Team Leadership

BRAND LEADERSHIP HIGHLIGHTS

- Led portfolio-wide brand and campaign strategy for Disney, orchestrating launch plans, product narratives, and cross-platform franchise alignment—delivering measurable engagement lift across priority titles
- Built and scaled Disney's first global brand partnerships function, generating \$10M+ incremental revenue and formalizing governance, co-marketing frameworks, and partner enablement
- Directed award-winning integrated campaigns for Apple, Verizon, Patrón Tequila, and flagship Disney franchises, translating cultural insight into platform-native programs that increased brand engagement and relevance
- Institutionalized global brand systems and operating cadences (toolkits, briefs, WBR/QBR) across EMEA/APAC/NA, driving consistency, speed, and accountability for Fortune 100 brands
- Negotiated placement, licensing, and co-promotional agreements across automotive, luxury, retail, and travel, safeguarding brand equity and improving ROI

PROFESSIONAL EXPERIENCE

THE WALT DISNEY COMPANY

Director, Global Strategy and Marketing (Promoted 1x) • December 2017 - August 2025

- Directed 360 marketing strategy and campaign development for over 15 theatrical and streaming titles, increasing audience engagement by 25% through data-informed audience segmentation, positioning and creative
- Built Disney Studios' first brand partnerships function, aligning creative, publicity, and consumer products to unlock marketing value; led partnerships delivering \$600M in media value
- Led the Disney-Eli Lilly Diabetes integrated partnership, generating \$3M in annual revenue; managed 2 agencies
- Orchestrated go-to-market strategies across North America, EMEA, and APAC; partner with regional teams to localize campaigns while aligning with global brand standards
- Crafted brand storytelling and campaign strategy for Star Wars and 20C franchises, ensuring consistency across creative, consumer products, and platform strategy
- Transformed audience insights and market trends into global brand strategies, content pillars, and integrated campaign frameworks that drive engagement and results
- Presented strategic recommendations to executive leadership; manage and mentor direct reports while aligning creative, legal, digital, and regional teams
- Structured and negotiated high-value licensing, placement, and co-promotional agreements, safeguarding brand integrity while navigating complex legal and regulatory landscapes

PROFESSIONAL EXPERIENCE CONTINUED

FULLSCREEN; Los Angeles, CA

Manager, Branded Content and Marketing • January 2017 - October 2017

- Launched integrated co-marketing campaigns for AT&T Hello Lab, overseeing \$14M in annual investment and driving a 429% engagement lift with an and 18% ROI improvement
- Directed digital/social GTM for @SummerBreak to 338M+ views and 1.1B impressions, translating youth-culture signals into always-on storytelling and community engagement
- Led production and creative execution for live events and influencer-led campaigns, generating 300M+ impressions and amplifying brand messaging through high-impact creator partnerships and trend-driven content
- Shaped narrative and GTM strategies rooted in youth culture and content trends; defined creator personas and performance benchmarks to ensure platform-native resonance and measurable business impact
- Produced innovative creator- and artist-led content experiences that tapped into music and entertainment culture, including the launch of the AT&T Hello Lab Mentorship Program, a branded ecosystem connecting emerging creators with industry leaders and earning national media coverage and award recognition

MULLENLOWE; Los Angeles, CA / Dallas, TX

Global Account Supervisor • March 2015 - January 2017

- Led multi-channel global brand and product marketing campaigns for The Patrón Spirits Company, elevating brand affinity by 25% through unified creative platforms and storytelling
- Negotiated and activated cultural partnerships with leading lifestyle brands and entertainment properties (Lalique, Top Chef), delivering +20% awareness and \$3M high-value acquisitions; led 4 agencies and 2 direct reports
- Crafted Patrón's global brand identity playbook, establishing visual and voice guidelines across print, retail, digital, and social to ensure 365-brand consistency and premium positioning
- Led development of Apple's global recruitment framework, aligning MARCOM and regional teams on a single narrative and channel-specific guidance (social, OLV, OOH, CRM) to scale consistent execution worldwide

McCann Erickson; New York, NY

Account Supervisor • June 2014 - March 2015

- Directed global planning (EMEA, APAC, NA) for Microsoft, overseeing strategic messaging and cultural insights which expanded brand reach

dentsu mcgarrybowen; New York, NY

Account Executive • March 2012 - May 2014

- Managed Super Bowl XLVIII digital campaign strategies and activations for Verizon, resulting in over 1B impressions
- Owned the integrated campaign launch - along with subsequent campaign initiatives - of "Powerful Answers," increasing brand awareness of Verizon as a technology leader in the telecommunications landscape

EDUCATION

PEPPERDINE UNIVERSITY

Malibu, California

Masters of Business Administration

Achievements:

4.0 GPA

Summa Cum Laude

Beta Gamma Sigma

ESSEC BUSINESS SCHOOL

Paris, France

Certificate: Luxury Branding

UNIVERSITY OF OKLAHOMA

Norman, Oklahoma

Bachelor of Arts, Communications

Leadership:

Pi Kappa Phi Fraternity; President