

# NYGIA HEARN: TRANSFORMATIVE BRAND & MARKETING STRATEGIST

Proven entertainment and media strategist leading marketing for iconic brands, architecting ecosystems to grow audiences, deepen loyalty, and drive revenue.

## CORE COMPETENCIES



### Full-Funnel Marketing Strategist

Designs ecosystems that convert awareness into subscription growth and passive audiences into brand evangelists.



140+ GLOBAL MARKETS

### Global Brand Architect

Unifies brand voice, positioning, and design across 140+ global markets.



### Data-Driven Storyteller

Blends data discipline with creative fluency to develop culturally resonant, award-winning campaigns.

## QUANTIFIABLE IMPACT & CAREER HIGHLIGHTS

500%+

### INCREASE IN SUBSCRIPTION REVENUE

Scaled a streaming app to 70M homes through funnel optimization and lifecycle strategy.

6 BILLION+

### YOUTUBE VIEWS

Drove massive audience expansion through synergistic content and influencer strategies.

NO. 1

### RECORD-BREAKING CAMPAIGN PERFORMANCE

Delivered Paramount's best day/date movie performance ever, achieving #1 on DTC streaming.



### LED HIGH-PROFILE TENTPOLE CAMPAIGNS

Directed integrated marketing for Super Bowl LVIII, NFL Wildcard, and Macy's Parade.