

Jeremy Dennis

MARKETING PORTFOLIO



With over 15 years of experience across fashion, marketing, branding, event planning, entertainment, and cultural marketing, I've built a reputation for executing effective brand strategies that drive awareness, engagement, and growth. My approach centers on defining and amplifying a brand's identity while staying true to its ethos, ensuring authenticity in every campaign and touchpoint. Through strategic marketing techniques, I've helped elevate numerous brands by tapping into key demographics and markets, fostering long-term consumer relationships, and telling consistent brand stories.

Core Competencies:

- **Brand Identity & Storytelling:** I excel in defining brand narratives that resonate with target audiences. From creating cohesive messaging to producing high-quality content like style guides and look-books, I ensure brands remain authentic while appealing to evolving markets.
- **Influencer & Celebrity Marketing:** Utilizing my deep relationships with stylists, influencers, and celebrities, I've executed successful collaborations that enhance visibility, credibility, and cultural relevance for the brands I represent.
- **Strategic Collaborations & Partnerships:** I've overseen special collaborations that align with the brand's vision and culture, further extending reach and consumer loyalty.
- **Go-to-Market Strategy:** I manage everything from social media campaigns, physical billboards, and editorial placements to digital advertising and PR, ensuring seamless execution and maximum exposure.

APPROACH

Selected Marketing Strategies:

- Brand Story Development
- Influencer/Celebrity Marketing
- PR & Copywriting
- Social Media & Digital Advertising
- Strategic Collaborations & Partnerships
- Email Campaigns & Content Marketing
- Physical Billboards & Editorial Placement

WORK + PROJECTS LEAD









STAMPD

- MENS SS & FW NYFW '16, '17 STYLING ASST, EVENT LEAD.
- IKEA COLLABORATION IDEATION, EVENT LEAD, GTM
- PUMA COLLABORATION EVENT LEAD, BOOKING AND NEGOTIATIONS, GTM, INFLUENCER SEEDING CURATION
- STORE OPENING LEAD + EVENTS
- NBC THE MUMMY COLLABORATION
- CFDA/VOGUE FASHION FUND

ADIDAS

- ARTISTS SIGNING + MANAGE (JAY ROCK, GUNNA, JID, BUDDY, KID CUDI, PUSHA T, SNOOPN DOGG, QUAVO, LIL BABY, ASAP ROCKY, + MORE) LIASION BETWEEN BRAND AND TALENT. MARKETING STRATEGY, PARTNERSHIP LEAD
- SUPERBOWL 53 GIFTING SUITE + BAPE CAMPAIGN LEAD
- 2019 ASW CHICAGO GREATEST CAREER DAY EVER + GIFTING SUITE LEAD
- NEBRASKA, KU, LOUISVILLE EVENT LEAD
- NUMEROUS BADGE OF SPORT AND ORIGINAL CAMPAGINS LEAD

FNDTN

- LOOKBOOKS CURATION AND ART DIRECTION FOR 6 CONSECUTIVE SEASONS ACROSS 2 BRANDS
- GRAMMY WEEK EVENT LEAD
- ROLLING LOUD MERCH LEAD
- SPONORSHIP LEAD
- INFLUENCER SEEDING LEAD, IDEATION TO EXECUTION
- MONTHLY BUDGET FOR AD SPEND, MARKETING INITIATIVES, PR, PRINT AD, ETC., LEAD

Focused on the Future:

I continue to explore innovative ways to cultivate brand communities, increase engagement, and deliver unique brand experiences. My ultimate goal is to elevate brands by fostering genuine connections and crafting marketing strategies that resonate with today's culture and consumer.