

JOSHUA TIERNEY

EXPERIENTIAL MARKETING | CREATIVE STRATEGY

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CAREER SUMMARY

Multidisciplinary creative professional with 10+ years integrated experiential marketing and events experience. Strengths focus on conceiving, design, and execution of engagement plans for hospitality, luxury, beauty, entertainment, tech, culture, and lifestyle verticals. Proven ability to achieve award-winning activations that position and amplify brands. Accomplished team lead with the skill set to keep all stakeholders moving toward a single, unified vision.

AREAS OF EXPERTISE

Creative Strategy | Research & Insight Development | Concept Development | Creative Direction | Ideation | Business Development
Presentation Design | Project Management | Budgeting | Executive Team Leadership | People Development | Collaboration | Client Service
Technical Skills: *Adobe Creative Suite (InDesign, Illustrator, Photoshop), Keynote, PowerPoint, Google Suite, Word, Excel, Outlook*

EXPERIENCE

Vice President, Strategy | We Are BMF | New York, NY

March 2018 - Present

Creative Strategist

Jan 2018 - March 2018

(Global Integrated Experiential Marketing Agency)

Clients: *Coach, Marriott International, Estée Lauder, Calvin Klein, Mastercard, HBO, Visa, Belmond, Budweiser, Time Inc., Hearst, W Hotels, Samsung, Google*

Lead and mentor a team of strategists, copywriters, researchers, and creatives. Develop 360° integrated engagement strategies for lifestyle and consumer brands that drive measurable, positive ROI. Act as agency lead on building out fully vetted RFP response pitch decks for new business, and organic growth. Conduct research, analyze, and apply relevant consumer insights and cultural trends. Lead insight-driven brainstorming, creative ideation, concept development, and strategic planning. Co-manage design team providing clear and concise direction to ACDs, art directors, and 2D/3D designers. Lead pitch teams. Partner with digital, entertainment, production, and PR counterparts.

Senior Producer | GRADIENT EXPERIENTIAL | New York, NY

Nov 2016 - Dec 2017

(Creative Agency specializing in Luxury and Lifestyle Brand Marketing)

Clients: *Van Cleef & Arpels, Dom Pérignon, L'Occitane en Provence, Vanity Fair, Ambassador Theatre Group, 20th Century Fox, ZTE*

Led production of experiential programs in a fast-paced agency environment. Executed multichannel global product launches, brand activations, press junkets, pop-ups, exhibitions, and VIP client experiences. Acted as POC for client, teams, suppliers, and IAT partners. Engineered and controlled budgets from \$50K to >\$1M USD, balanced profit objectives and creative integrity. Developed timelines, production schedules, and SOW agreements; hired and managed vendors, and staff; spearheaded creative concept and design development based on client briefs.

Led and organized proposals, activation decks, project recaps, case studies, and post-event ROI reporting.

- Honors: *2017 Biz Bash Event Style Awards — “Best Product Launch” — Dom Pérignon, “The Vintage Trinity”*

Executive Creative Director | GREAT PERFORMANCES | New York, NY

Jan 2011 - Aug 2015

(New York City's largest privately-held Catering and Event Planning Company)

Clients: *Bombay Sapphire, Viacom, Comedy Central, SAP, GQ, The Plaza Hotel, United Nations, Goldman Sachs, Sotheby's, Bloomberg LP, Grey Group*

Built an internal creative agency from inception, expanded the firm's offering to include design and production services; generated new revenue streams. Recruited and retained creative team of 5, co-managed marketing team of 3; directed production teams of more than 200.

Conceptualized, designed, and produced operationally complex B2B/B2C events. Collaborated cross-functionally with clients, agencies, and vendors. Facilitated client acquisition and retention by winning proposal design, concept development, and execution. Upgraded and restyled standardized proposal template program.

Lead Event Designer | SWANK PRODUCTIONS | New York, NY

Nov 2007 - Jan 2011

(Boutique Event Planning, Design, and Production Agency)

Clients: *Morgans Hotel Group, Modern Luxury, Brooklyn Museum, Lucas Bols, Motorola, Wieden+Kennedy, Bloomingdale's*

Conceptualized, designed, and produced original event concepts for lifestyle brands, HNWI's, and cultural institutions. Created mood boards, renders, and wrote copy for creative pitches. Initiated and administered project budgets maximizing profitability for event design and décor packages; sourced suppliers, negotiated contracts. Hired freelancers, managed and recruited design interns; led creative production. Balanced multiple projects in all phases on an ongoing basis; employed creative problem solving.

Adjunct Instructor | FASHION INSTITUTE OF TECHNOLOGY | New York, NY

Ongoing

(College of Design, Fashion, Art, Communications, and Business)

Develop curricula and lecture for Pre-College classes for the Visual Merchandising, and Communication Design Departments.

EDUCATION

MBA, International Luxury Brand Management | **ESSEC BUSINESS SCHOOL** | Paris, France

2016

- Graduate Internship: BURBERRY, London, UK | Consulting Project: SISLEY PARIS, Paris, France

BFA, AAS, Display & Exhibit Design | **FASHION INSTITUTE OF TECHNOLOGY** | New York, NY

2007