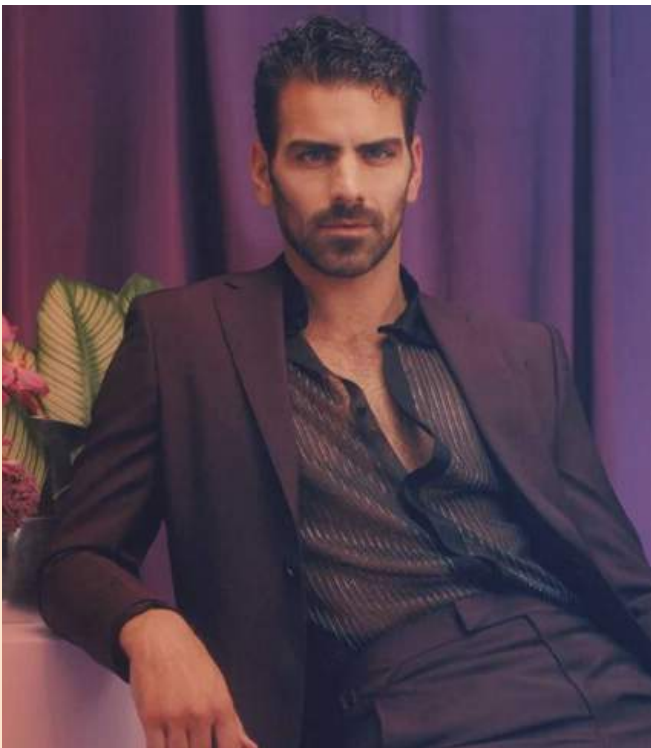
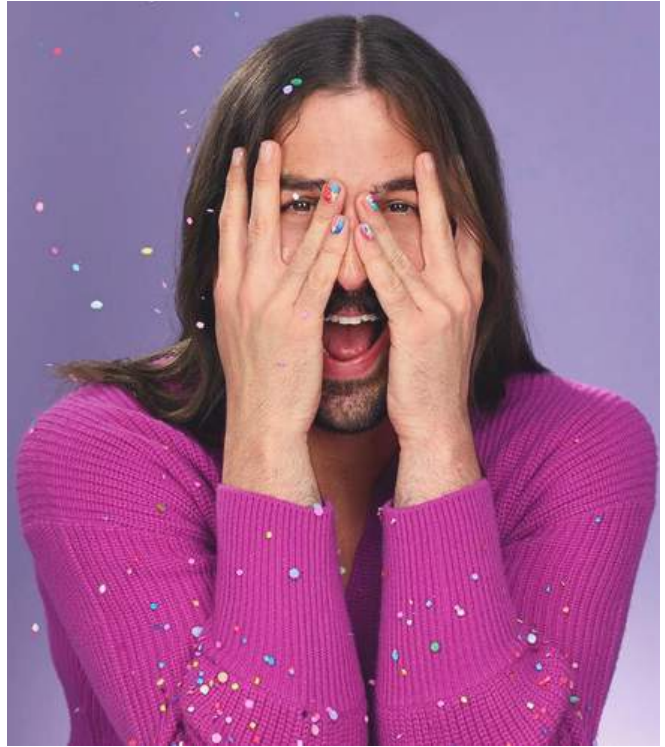


Michael Tighe  
**MARKETING PORTFOLIO**



I am a charismatic go-getter with a cross-platform marketing background in various industries, including ad sales and marketing, artist-brand partnerships, publicity, and events. I am skilled in digital media strategy, marketing campaign execution, creative development, client-facing services, and project & account management. As a highly adaptable, results-driven individual that thrives in fast-paced, innovative environments, I have achieved a Bachelor of Science degree focused in Media, Culture, and Communications from New York University.

During my time at Pride Media, the world's largest LGBTQ+ media publication, I worked heavily in print, digital, and experiential marketing. I have vast experience in everything from writing proposal decks and branded content stories, to social media plans and designing recaps for clients, to even ghostwriting articles for top-tier brands. These traits have allowed me to work through various developmental stages of small and large-scale marketing events, including LGBTQ+ pride events, fashion shows, and co-branded parties and activations.

While working at Out Leadership, I earned the responsibility to lead various marketing-related projects solely. I led the graphic design process for our social media channels, research documents and whitepapers, and all sales and marketing campaign decks. Through my knowledge of social media management and advertising, I created, scheduled, and published social graphics and language for internal and external marketing purposes. I leveraged my expertise in content creation to curate and publish a new program, "OutSPOKEN with Mila Jam," to be pitched to our member firms for sponsorship opportunities.

As a Marketing Freelancer at the Karpel Group, I was a point of contact to our largest and most profitable client, Netflix, on their summer releases. I pitched campaign ideas to them on their hit series, *Never Have I Ever*, and festival favorite film, *Pray Away*. Once approved, I tapped into my sponsorship and partnership development experience to conceptualize and execute branded content activations such as cast interviews and influencer screenings, to generate buzz on social media and within the press. I used various talent coordination skills to reach out to influencers, politicians, activists, and celebrities to work on these Netflix titles.

Most recently, I was a Senior Account Manager at Tyler Mount Ventures, a digital agency representing some of the world's most prolific thought leaders, celebrities, and organizations through social and digital strategy. I was directly recruited by the CEO to build and implement process strategies surrounding maintaining and optimizing client revenue in an ROI-focused environment. Simultaneously I cultivated client and agency relationships by providing the highest level of customer service and analyzing optimization solutions to reach, if not exceed, client KPIs, objectives, and goals. I also oversaw the execution of all deliverables and managed the internal and external communication between our clients and internal team. Through my outgoing, personable, and friendly demeanor, I created a caring and collaborative environment with my team, encouraging data-driven results that greatly exceeded our clients' expectations.

As my contracted position at Tyler Mount Ventures has timed out, I'm seeking a fast-paced, challenging yet supportive workplace to bring my aforementioned skills and qualities. I would love to work for a company that truly cares for its employees and encourages them to build a career of longevity, with years of wins and accomplishments at their establishment. Within the near future, I'd love to get married and start a family and appreciate companies that encourage their employees to do so by fostering a work environment that feels safe and supportive through parental leave, health benefits, and a generous retirement plan. I hope the needs of all employees, including those within the LGBTQ+ community, are being equally recognized and supported year-round. While I understand there are many steps a company has to take to be completely inclusive, I am happy to, in addition to my listed job requirements, be a point person within the company to discuss how equality for all can be beneficial not just employees but the business as well. I look forward to hearing back from you and getting to learn more about your company.

- Michael Tighe







ARTICLES WRITTEN &  
PUBLISHED

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**OUT TEAMS UP WITH  
DIET COKE TO SHARE  
UNAPOLOGETIC LGBTQ+  
STORIES**



Out and Diet Coke showcase authentic voices in the LGBTQ+ community who are breaking barriers to be unapologetically themselves.

**ALL YOUR FAVORITE  
DRAG QUEENS WILL  
'PASS THE PRIDE'**



Monét X Change, Alyssa Edwards, Nina West, Plastique Tiara and Shuga Cain literally snatch wigs off each other's heads in new digital series thanks to Pepsi and World of Wonder.

**JONATHAN VAN NESS  
SHARES HIS FAVORITE  
PRIDE-INSPIRED MANI  
WITH ESSIE**



essie announces its first LGBTQ+ partner, Jonathan Van Ness, on the debut of their exclusive Pride-themed manis and cult favorite nail polishes.

**EMIL WILBEKIN DRIVES  
THE BLACK AND LGBTQI+  
COMMUNITY FORWARD**



"My focus in life is to move culture, create new narratives and change hearts and minds. We live in an ever-evolving world, my goal is to continue pressing forward and living my dreams. Change isn't comfortable, but it's necessary."





**BONOBOS APPLAUDS  
LGBTQ+ ACTIVISTS IN  
CELEBRATION OF PRIDE**

Out and Diet Coke showcase authentic voices in the LGBTQ+ community who are breaking barriers to be unapologetically themselves.



**DERAY MCKESSON'S FIGHT  
TO MOVE LGBTQ+ & BLACK  
COMMUNITIES FORWARD**

"Pride is about publicly acknowledging the beauty and complexity of the lives we live and protecting those lives at all levels."



**TOMMY HILFIGER MAKES  
PRIDE POSSIBLE**

The inclusive Tommy Pride capsule collection supports the Human Rights Campaign Foundation, America's largest civil rights organization fighting to end discrimination against the LGBTQ+ community.



**LEARN LGBTQ+ HISTORY WITH  
BONOBOS**

This year, Bonobos has curated a timeline to honor the people and events of the past 50 years that has allowed us to celebrate World Pride.







ARTICLES WRITTEN &  
PUBLISHED



**TOM CAPELONGA ON THE  
HISTORICAL IMPORTANCE OF  
PRIDE**

"Pride in 2019 is about celebrating our history and acknowledging that we still have a long way to go."



**YOU WON'T BELIEVE THE LINE-  
UP FOR LOVELOUD FESTIVAL  
POWERED BY AT&T**

AT&T announces continued LGBTQ+ support with "Turn Up The Love" campaign that includes a LGBTQ+ and allies music festival, LOVELOUD, and \$200,000 donation campaign.



**ACTIVIST DEVIN-NORELLE  
DISSECTS MEANING OF PRIDE**

"Pride is finding love when I did not believe I would be desirable because I was different."



**OUT AND BIRCHBOX LAUNCH  
CURATED BEAUTY,  
GROOMING BOXES FOR PRIDE**

Because we all deserve to feel confident, comfortable, and beautiful in our own skin.



**BONOBOS WANTS YOU TO  
WALK WITH PRIDE**

Exclusive Pride sock collection is available in celebration of World Pride!





**SLAY YOUR BEST PRIDE LOOK  
WITH EXCLUSIVE ESSIE  
PRIDE-THEMED MANIS**

essie's global lead educator, Rita Remark, shares how she designed the perfect Pride-inspired mani for Jonathan Van Ness and offers steps on how to create your own.



**THE UNAPOLOGETIC POWER  
OF NYLE DIMARCO'S DEAF  
AND QUEER IDENTITY**

Model and activist Nyle DiMarco discusses queer and deaf representation in media, living an authentic life, and future projects on the set of our photoshoot with Diet Coke.



**THE UNAPOLOGETIC  
STRENGTH OF MJ RODRIGUEZ**

Actress and activist Mj Rodriguez discusses finding the power within to live an authentic life on the set of Out's new partnership with Diet Coke.



**THE UNAPOLOGETIC  
ALLURE OF AUTHOR AND  
ACTIVIST JACOB TOBIA**

We chatted with Jacob Tobia on the set of Out's new pride collaboration with Diet Coke to hear what inspires them to live their life unapologetically.





As a Senior Coordinator at Pride Media, I assisted both the sales and marketing team with conceptualizing and activating numerous branded content partnerships. I worked on one of Pride Media's largest and most successful campaign, Pepsi's NYC WorldPride Activation. I helped both the sales and marketing team in pitching to Pepsi our "Pass the Pride" vision for their presence during pride month. Once our idea was bought, I helped secure a float activation during the march, created custom branded swag, secured talent, and was a group leader during the parade, to ensure safety and efficient traffic flow during the march while handing out the free branded swag we created to parade onlookers. On June 30th, our collaboration was brought to life by passing around a limited number of wigs aboard Pepsi's pride float to "Pass the Pride" to the celebratory crowd along the march route. Drag Queen Shuga Cain and Wendy Williams were present to bring looks and excitement for the crowd.



# [OUT] SPOKEN

*With Mila Jam*



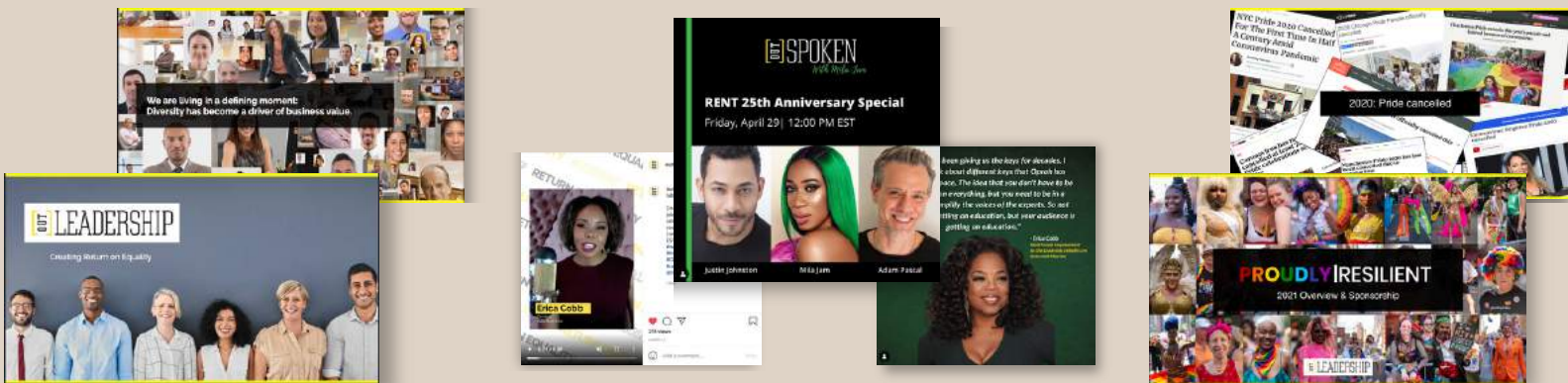
During my involvement at Out Leadership, I curated a new sales initiative that I was the sole marketing lead for. "OutSPOKEN with Mila Jam" is the first-ever global series focusing on the inclusion of transgender intersectionality in business, and the workplace. The series was developed with the intention to connect people in business with powerhouse individuals and celebrate unique voices. The structure of the series is a monthly, themed episode featuring transgender singer, songwriter, actress, and LGBTQ+ activist Mila Jam, in conversation with various individuals across all backgrounds. Each episode focuses on unique topics relating to people of color and transgender life. I worked with Mila Jam on her vision of the creative appearance of the show and brought it to life. I designed the logo, the imagery, the production graphics for our social coverage, and live content. I also worked with the sales team to create a custom sales deck for this program to encourage sponsorship. Lastly, I worked with Mila's personal rolodex and scouted out some out of network talent to join Mila in conversation for this series. Our LinkedIn followers grew over 45% due to this series.

# CREATIVE DESIGN PROJECTS



OutSPOKEN with Mila Jam Overview & Sponsorship Opportunities Deck

OutNEXT Sponsorship Deck



Who We Are Deck

Instagram Branding Refresh

Proudly Resilient Sponsorship Deck

At Out Leadership I was one of the main point of contacts for all creative design projects. I worked with various departments (sales, events, research, etc.) on generating materials that best reflect our brand, but also the unique opportunity being sold. I edited and expedited producing a brand refresh design for Out Leadership, created several sales decks, and also developed a new social media outreach by introducing custom, one-of-a-kind content on both LinkedIn Live and IGTV to our followers.

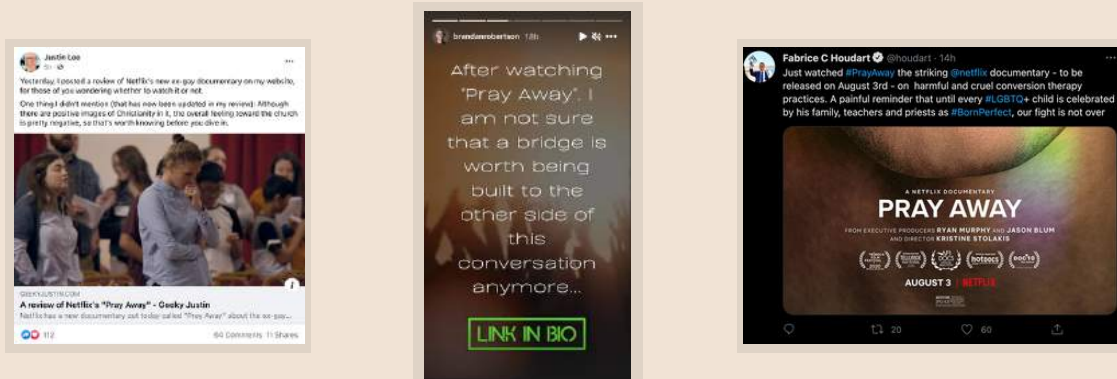
*\*\*Decks are able to be shared upon request\*\**





**NEVER HAVE I EVER**

I amplified the series' refreshing and rare focus on South Asian and LGBTQ+ characters, and directly engaged non-profits and organizations within these communities. The panel discussion touches upon elements of "otherness" that the series addresses and why that is so impactful. I worked with Teen Vogue and the main cast of *Never Have I Ever* to promote the second season's release. The discussion was executed on Twitter Spaces to have a broad reach and offer the opportunity to work with Twitter for further amplification.



**PRAY AWAY**

I scouted notable LGBTQ+ activists, politicians, celebrities, and allies to socially promote Netflix's feature-length documentary *Pray Away*. Which examines the enduring harm of conversion therapy as seen through the eyes of survivors and former leaders of the "pray the gay away" movement. Through their reviews and posts, it inspired viewers to tune in to stream the film, and even encouraged LGBTQ+ people and allies to further take action in wanting to end conversion therapy and the "pray the gay away" movement.

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CLIENTS & BRANDS

WORKED WITH SOME OF THE WORLD'S LARGEST  
COMPANIES AND MOST VISIBLE BRANDS.





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ORGANIZATIONS

BUILT AND MANAGED RELATIONSHIPS WITH ESTEEMED  
NON-PROFITS THROUGH MEDIA SPONSORSHIPS.



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