



# CHRISTOPHER VAN NEST

BRAND STORYTELLER | CREATIVE STRATEGIST | DIGITAL MARKETER

<https://chistory.me>

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## SUMMARY:

- ✓ Proven track record in developing and expanding the digital presence of prominent brands, celebrities, and influencers.
- ✓ Expert in crafting compelling narratives targeting specific audiences while resonating globally.
- ✓ Looking to continue developing new strategies and original concepts that strengthen brand-fan relationships, create iconic moments in popular culture, and allows for continued growth and new learning opportunities.

## EXPERIENCE:

### LA28: THE LOS ANGELES 2028 OLYMPIC & PARALYMPIC GAMES

Senior Manager, Social & Brand Strategy 2023 – 2024 | LOS ANGELES, CA [Chistory.me/la28](https://chistory.me/la28)

- o **Developed the comprehensive YoY marketing and social media strategies** approved and implemented throughout the organization that encompassed brand evolution and growth strategies, North Stars, key themes, cross-functional best practices, Team USA partnerships, media announcements, crisis management protocols, philanthropic efforts, and other strategies that will guide LA28 well beyond the Olympic and Paralympic Games.
- o **Overhauled all social media channels** by creating dynamic channel-specific personas, engaging post copy, and introduced new content buckets designed to resonate with untapped global audiences and expand engagement opportunities while maintaining the authenticity of the brand's LA roots, resulting in a significant and steady increase in followers, fan engagements, email newsletter sign-ups, brand awareness and sentiment.
- o Helped facilitate **partnerships with LA's professional sports teams (Dodgers, Lakers, Spark, Galaxy, LAFC)** to launch **#LA28CELEBRATES** – initiatives connecting the community with sports and highlights LA's significance to the Olympic Games.
- o Served as the primary liaison to *PlayLA* and *Students Run LA*, LA28's legacy organizations providing affordable and accessible sports programming to LA's youth, and community impact ambassador by identifying new philanthropic partnership opportunities for LA28 and strategically leveraging corporate partners to establish **the most significant community impact initiatives in the history of the Olympic Games**. Examples include:
  - o **NIKE:** Oversaw a \$169M annual budget dedicated to ensuring that kids across LA have access to sports.
  - o **DELOITTE:** Launched Career Pathways, resources for students pursuing sports & entertainment careers, at Cal State DH.

### SAVAGE X FENTY BY RIHANNA

Senior Strategist, Brand + Social Media 2019 – 2023 | LOS ANGELES, CA [Chistory.me/sxf](https://chistory.me/sxf)

- o Recruited at launch to take Rihanna's vision for a revolutionary new inclusive line and develop/define *who* Savage X Fenty was and *how* that would be portrayed to the world.
- o Created all brand messaging, personas, tone, voice, best-practices, partnership guidelines, brand books, etc., that served as the blueprint for implementing new innovative and unprecedented social media and marketing strategies that told the world, **"Didn't they tell you that we were Savage?!"**
- o Assisted in the E2E planning and execution of monthly campaign shoots ft. Rihanna, celebrity partners and models – requiring the **ability to adapt** to changes in Rihanna's schedule, contract and time management, and capturing content on set.
- o Managed the social media **content calendars** and **editorial calendars** (populating, copywriting, editing, approving, posting).
- o Developed unique promotional campaigns for the six (6) brick-and-mortar national **retail** store openings.
- o Developed **Webby Award-winning** social media campaigns and experiential activations to promote the **#SAVAGEXFENTYSHOW** – Rihanna's collection of fashion shows celebrating music, culture and "every body" (and forced the competitor to pause their shows for 5+ years).
- o **People Manager** responsible for two (2) direct reports, four+ (4+) indirect reports, and the internship program.
- o Expanded **DEI** efforts by successfully advocating for allocated budgets, diverse hiring panels, and implementing new social media [campaigns](#) that celebrated fans and their communities, including: [#PullUp](#), [#SavageXPride](#), and [#SavageXGameChangers](#).

# PRESS PASS LA

## Senior Publicist, Special Correspondent

2017 – 2019 | LOS ANGELES, CA

[Christory.me/ppla](http://Christory.me/ppla)

- o This boutique firm is unique in the sense that it's a full-service public relations agency and an entertainment news outlet – allowing me to experience 360 degrees of the public relations and media landscape.
- o Represented clients in the **tech, health & fitness, entertainment, and consumer** spaces by staffing interviews, slating red carpet appearances, launching and managing social media accounts, strategically managing their public images, and ghostwriting published [contributed articles](#) on behalf of CEOs.
- o Secured press hits, with an emphasis on tier 1 outlets, by writing thoughtful pitches personally tailored to individual reporters, **crafting the story** for the outlet, and employing other strategic tactics to elicit coverage.
- o Correspondent for red carpet events including the *Academy Awards*, *Emmy Awards*, *Barry* premiere, and more.
- o Served as the AOR and Producer for the *LA Times Food Bowl*, where I interviewed local restaurateurs and staffed Editors' media opportunities, and for the annual *S.H.A.R.E. Gala* (the oldest charity in Beverly Hills founded by the wives of The Rat Pack).

# TVGla

## Social Media & Account Manager

2015 – 2017 | LOS ANGELES, CA

[Christory.me/tvga](http://Christory.me/tvga)

### (SONY Pictures Entertainment, Mattel)

- o Tasked with taking the iconic brands, **Jeopardy!**, **Wheel of Fortune**, and Mattel's **He-Man and the Masters of the Universe**, and making them relevant to younger audiences (with an emphasis on *Jeopardy!*).
  - o *Accomplished by introducing new content buckets, expanding engagement opportunities, revamping assets, and creating fresh, authentic brand personas that resonated with Gen Y & Z without losing authenticity for Gen X or Boomers.*
  - o *This resulted in consistent growth across all social media channels and an increase in **daily show viewership**.*
- o Attended show tapings to capture and create viral moments to drive engagement and **control the narrative**.
- o Worked closely with **Alex Trebek** and the Clue Crew to create exclusive social media content giving fans a peek into Stage 10.
- o Managed the social media content calendars for **He-Man and the MOTU** (Mattel), including copywriting, posting, community management and pitching fresh content ideas during weekly client meetings.
- o Developed the creative marketing strategy for SPE's **Everest** (Jake Gyllenhaal, Keira Knightley) that utilized new 360-degree video technology to transport fans to the summit of Mt. Everest.

## ADDITIONAL EXPERIENCE:

<b>FREELANCE CONSULTANT</b>	2012 – Present	<b>The Side Hustle.</b>
<i>Personal and professional branding, social media strategy, public relations and event management.</i>		
<b>STARWOOD HOTELS &amp; RESORTS WORLDWIDE</b>	Austin, TX 2013-2015	<b>Global Social Media + Brand Activations Coord.</b>
<i>Created the global brand identities, programs and initiatives (social, global) for Aloft Hotels, Element, &amp; Four Points by Sheraton.</i>		
<b>WAT-AAH!</b>	New York, NY 2012 - 2013	<b>Manager, Social Media + Events</b>
<i>Managed all social media channels, hosted events throughout NYC, and led Michelle Obama's Let's Move! 2013 initiative.</i>		
<b>WEBER SHANDWICK PUBLIC RELATIONS</b>	Chicago, IL 2012 - 2012	<b>Intern, Account Coordinator (Consumer, Ent)</b>
<i>Helped develop national product launch campaigns and manage the social media channels for the largest account, Unilever.</i>		
<b>LOUIS VUITTON MOET HENNESSY THE EUROPEAN UNION</b>	Paris, FR 2010 Brussels, BE	<b>[Study Abroad] International Business Communications</b>
<i>Studied how LVMH markets their luxury brands across the globe, and how Members of the European Parliament represent their nations during Council of the EU and European Council sessions.</i>		

## EDUCATION + LANGUAGES:

<b>Michigan State University:</b>	2008 – 2012	<b>French Language:</b>	Speaking, Reading, Writing: Intermediate
	B.A. Communications & Public Relations		

## SKILLS:

3rd Party Social Media Management & Listening Tools | Brand Development & Launch Strategies | Community Outreach | Content Calendar Management Contract Management (*Writing, Negotiations, Deliverables*) | Copywriting (*Social Media, Email, Website, Contributed Articles*) | Cross-Team Collaboration Data & Insights Reporting | Event Production | Goal Setting & Milestones | Live Shopping | Microsoft Office 360 (*Word, Outlook, Excel, PowerPoint, Teams, OneDrive, OneNote, etc.*) | People Management & Team Building | SEO Optimization | Social Media Management & Growth Strategies | Strategic Influencer Partnerships | Talent Management | X Cultural Communications