

EZINNE MGBEAHURUIKE

CONCEPTUAL CREATIVE DIRECTOR

CONTACT

- 929-707-0599
- Ezinne174@gmail.com
- www.Ezylivinstudios.com
- Brooklyn, NY 11217

SKILLS

- Creative Direction
- Content Production
- Leadership
- Storytelling
- Social Media Marketing

EDUCATION

Journalism and Communications

University of Minnesota, Twin Cities

2010-2014




Bachelor of Arts

AWARDS + CERTIFICATES

OkayAfrica Hot 100 List 2020

LVMH Luxury Insider Certificate, Creation & Branding, Retail & Customer Experience

LANGUAGES

- Igbo 
- French 
- English 

PROFILE

Conceptual creative director skilled with 10+ years experience in development and execution of social, digital, e-commerce, print, and video campaigns leading teams from conception to execution. Experience spanning from clients within sports, fashion, beauty, and entertainment brands, delivering brand messaging, creating buzz-worthy strategic content with a global pulse across the media ecosystem including digital, influencer, traditional media. I tell brand stories that is compelling working closely within local markets ensuring content is relevant and on-target.

Passionate about telling culturally driven stories with a pulse on emerging communities and trends.

WORK EXPERIENCE

Creative Director, Project Based

2020-Present

Ezylivin Studios

- Conceive strategic solutions which includes integrated concepts across social, digital, print, e-commerce, and video developing moodboard and concepts with exceptional pitch and presentation skills.
- Lead and direct influencer talent providing script and art direction for social, video, and print campaigns working alongside a team of photographers and film crew.
- Develop and execute social impact initiatives around Education + Mentorship, Diversity and Inclusion, and Woman Empowerment for immigrant women of color.

Contributing Writer

I-D Magazine, Teen Vogue, OkayAfrica

2017-Present

- Research and write stories within fashion, beauty, and entertainment covering runway shows, celebrity interviews with Virgil Abloh, Gabby Douglass, Huda Kattan, to name few, maintaining relationships with agents, casting directors, and media.
- Attend events on behalf of PR clients maintaining a pulse on fashion, beauty, entertainment key players staying abreast on trends while building narratives.

Social Media Director, Consultant

Verizon, Nike, Coveteur, Google, Mediacom

2016-2022

- Conceive, research, and write feature stories working alongside editorial, influencers, and talent agencies to write features, press releases, and editorial stories across fashion, beauty, and entertainment.
- Copywriter: Ideated and wrote social copy for Nike Chicago social channels and App, delivering authentic storytelling across organic social, app thread, and Nike NTC generating over 1 million views and over 200 comments on Instagram.
- Social Media Manager: conceived, produced, and executed the social content strategy and calendar for Coveteur working with PR and celebrity talent like Virgil Abloh, Huddah Kattan, Gabby Douglas ect to create influencer content during tentpole moments in fashion and beauty working and managing a junior designer.
- Served as Mediacom's(Leukemia and Lymphoma Society account) Social Media Lead developing 90 days of engaging content within two weeks that resonated with Gen Z and Millennial audience across facebook, Instagram, Twitter, and LinkedIn.
- Content strategy: Utilized data-analytics to grow the LLS' social by 30%, optimization diving deep into audience personas to deliver on digital strategy across owned channels to reach sales goals and KPIs.
- Community Manager: managed Google's Local Guides community across social and app servicing as a community manager maintaining brand standards and communication.

Senior Producer, Freelance

2016-2021

Conde Nast, Paramount+, Ezylivin Productions

- Produce digital, social, e-commerce, video, and photo projects media, brand, and agency side of the business executing with a Creative Director, Editor, and/or Head of Engagement.