

MIA GYESKY

CREATIVE CONTENT & BRAND PARTNERSHIPS

CONTACT

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Greenwich, CT

[LinkedIn Profile](#)

EDUCATION

Bachelor of Fine Arts

Italia Conti – London, England

KEY SKILLS

Creative Strategy & Execution
Client Relationship Management
Talent NIL Contract Negotiations
Content Development
Experiential Event Activations
Integrated Marketing Campaigns
In-Store Point-of-Sale Strategy
Sponsorships & Partnerships

INTERESTS

The art of storytelling
writing
Theater
Running
Yoga
Adventuring with my 3 children

PROFILE

Accomplished, self-driven, and client-focused Creative Professional with 10+ years of experience in marketing and content management. Proven success in leading high-impact initiatives and shaping strategic objectives that drive results. Skilled in leading internal & freelancer teams, coordinating cross-functionally, and delivering projects on time and within budget. Expertise in forging impactful brand partnerships and executing revenue-driven content strategies. A "brand storyteller" with a passion for crafting compelling, authentic narratives.

EXPERIENCE

CONTENT & BRAND PARTNERSHIPS MANAGER • 2015 - PRESENT

RISE Brewing Co – High Growth CPG Startup Selling Nitro Cold Brew Coffee & Oat Milk

- Deploy integrated 360 marketing activations (in-store + digital) to broadcast quarterly & seasonal key brand messaging
- Manage execution of Video & Photo content through from storyboarding to hiring external resources & talent to driving editing & final products that were deployed both digitally and physically at stores & events
- Manage graphic designer to build out in-store Point-of-Sale collateral
- Drive initiatives & identify key partnership opportunities to broadcast outdoor-focused messaging to elevate the lifestyle nature of our brand
- Vet, negotiate contracts, and manage organizational partnerships with USA Skiing & Snowboarding, USA Surfing, USA Climbing and the National Parks Conservation Association
- Identify Olympic, amateur and professional athletes for on-brand athlete sponsorships and negotiated deliverables to maximize impact; some examples include: Winter Vinecki (Olympic aerial skier), Nathaniel Coleman (Olympic rock climber), Jamie Brown (paraplegic triathlete), Evan Brown (professional football player), Manoah Ainuu (ice climber) and many others
- Collaborate with artists, musicians & entrepreneurs to build out an "on the RISE" series that celebrates builders & doers
- Source & negotiate RISE placement at field marketing events nationwide, including but not limited to: in-store demos, gym & fitness studio product placements, music & arts festivals, office activations, and more
- Identify and connect with influencers to seed with product samples for brand awareness and social media user generated content
- Play a key role in Public Relations, including: managing our PR agency, drafting Press Releases, organizing interviews, and driving messaging

Video Samples:

- Organizational Partnerships: USA Skiing [Link](#) USA Climbing [Link](#), USA Surfing [Link](#)
- Athlete Sponsorships: Winter Vinecki [Link](#) Nathaniel Coleman [Link](#) Jamie Brown [Link](#) Evan Williams [Link](#) Alex Johnson [Link](#) Manoah Ainuu [Link](#) Sam Sibley [Link](#)
- Recipes: Mocha Latte Pancake [Link](#)
- Brand Messaging: Founding Story [Link](#) Sustainability [Link](#)

Photo Samples:

- Recipes [Link](#)
- Athletes [Link](#)

Graphic Design Samples:

- USA Skiing & Snowboarding In-Store Point-of-Sale items [Link](#)
- Holiday & Winter Cocktail Collateral [Nitro Martini Recipe - RISE Brewing Co.](#)
- Partnerships: [Pencils-of-Promise header.png](#)

EXPERIENCE IN THE ARTS: ACTOR, PLAYWRIGHT & AUTHOR

Internationally acclaimed playwright, performer & positive activist using art to bring purposeful change to our world. Transitioned from full time acting & writing in 2014 but continue to develop passion projects as time permits.

- Currently in development of a new play (present)
- Taught Devised Theater at Cascades Academy, Bend OR as an Artist-in-Residence (2022 - 2024)
- Wrote & performed "Ojibwe & the Dreamer" in partnership with KIDS in Crisis to bring awareness locally to their organization (2017)
- Wrote & performed "I Don't Want to Be an Actor" (2016)
- Production assistant on NBC the Jimmy Fallon Show (2014 - 2015)
- Author of the Children's Book "Kisses & Hugs" (2012)
- Winner of the 2008 Independent Toronto Film Festival in partnership with partner of Force & The Breast Cancer Alliance for "The Things I Wish My Mother Would Have Told Me"