

# Anthony Santagati III, JD

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## EXPERIENCE

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### VARIOUS COMPANIES

NOV. 2012 – ONGOING

*Brooklyn, NY*

#### Digital Strategist & Creative Director

Advises startups and small to midsize companies and non-profit organizations on branding, content, e-commerce, social, and digital marketing strategies. Creates brand names, logos, and other brand-related nomenclature for both internal and client-facing uses. Directs development and launches of websites on various platforms for fashion designers, photographers, national and international retailers and events, law firms, et al. Guides photoshoots for e-commerce and editorial uses. Designs ticketing, email marketing, and social marketing strategies for events.

### DECODED FASHION

APR. 2012 – MAY 2014

*New York, NY*

#### Chief Content & Digital Strategist (Contract)

Led digital strategies to maximize reach to corporate partners, startups, and customers. Directed creative and supervised development of new event websites. Helped curate best in class digital technologies and platforms for international fashion tech events such as The World's First Fashion Hackathon; The Decoded Fashion Forum at Mercedes-Benz Fashion Week, presented by Condé Nast; and Decoded Fashion: London, in association with EDITD and 10 Downing St/GREAT Campaign. Developed content for SXSW V2V 2013 presentation.

### QUINCY APPAREL LTD.

FEB. 2012 – MAR. 2012

*New York, NY*

#### Vice President of Marketing

Designed marketing and branding strategies, with focuses on content, digital marketing including email and social media, and brand styleguides. Directed creative strategy including all photoshoots from concept to completion, early stage and e-commerce sites, and launch events.

### LACOSTE USA

SEPT. 2007 – FEB. 2012

*New York, NY*

#### Manager, Creative & Digital Media

Managed creative and social media projects. Discovered new digital consumer engagement opportunities for the brand, including Foursquare, Tumblr, Instagram, and Twitter. Launched @lacoste Twitter account in 2008 and cultivated its growth to over 350,000 followers within 2 years. Supervised design and copy for email marketing and e-commerce website. Directed creative work including microsites, direct mail, ad layouts, special event invitations, in-store signage, and e-commerce still-life photo shoots, all while curating the music program for over 100 of Lacoste USA's retail stores on a monthly basis.

### BURBERRY LTD. (SEGUE STAFFING)

NOV. 2006 – JUNE 2007

*New York, NY*

#### Web / Creative Projects Coordinator

Managed e-commerce site redesign and all special projects between US, UK, and outside agencies including devising timelines, providing direction and assets to vendors, and coordinating approval process throughout. Produced calendars in conjunction with the Marketing team and distributed them internationally across all retail channels. Designed landing pages, emails, site alterations, and banner ads as required.

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## AIDS ACTION

SEPT. 2002 – AUG. 2006

Washington, DC

### Web Systems Technology and Support Consultant

Supervised web development for main website and microsites. Trained interns in web systems. Designed ads, direct mail, and other items as required. Launched AIDS Action MySpace page.

## PRICEWATERHOUSECOOPERS

SEPT. 1999 – AUG. 2001

Washington, DC

### Associate, Tax and Legal Services

Performed market research and market targeting, including profiling e-commerce strategies and creating target lists using on and offline sources. Standardized research strategies for experimental internal research group. Created training manual and workshop to extend those strategies to associates and managers.

## EDUCATION

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### HOWARD UNIVERSITY SCHOOL OF LAW

MAY 2005

Washington, DC

#### Juris Doctor

**Activities:** Treasurer, HUSL Student Bar Association; Class Vice-President; Fats Waller Scholarship; Phi Alpha Delta Legal Fraternity; Sigma Delta Tau Legal Fraternity, Inc.; Sports & Entertainment Law Students Association; Intellectual Property Students Association

### HOWARD UNIVERSITY

MAY 1999

Washington, DC

#### Bachelor of Fine Arts

**Major:** Experimental Studio Art

**Activities:** President, College of Fine Arts Student Council; Chairperson, HU General Elections; Captain, HCASC Academic Team; Big Brother / Big Sister

## PANELS & PRESENTATIONS

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### REAL ESTATE PUBLISHING IN THE TIME OF FACEBOOK

MAY 2011

Las Vegas, NV - National Association of Real Estate Publishers National Conference

### DIGITAL & GAMING: THE NEW FASHION RUNWAY

OCT. 2011

New York, NY - Influencer Conference NYC

### THE NEW ECOMMERCE – EXPERIENTIAL

NOV. 2011

New York, NY - Assembled Fashion Conference

### WHO NEEDS A FASHION CYCLE? I'VE GOT SOCIAL MEDIA

MAR. 2012

Austin, TX - SXSW Interactive