Desmond Marzette

CREATIVE

Portland, OR

Dmarzette@gmail.com
503.367.4346 mobile

Desmond Marzette is an Advertising executive with over two decades of experience creatively and strategically working with the biggest brand and entertainment figures in The Culture.

His entire academic and professional career has been driven by the study, translation, and creation of pop culture. He taught UC Berkeley's first ever course in Hip Hop, while simultaneously studying African American Pop Culture Studies as an undergrad. After working as a music researcher and show producer at some of the most popular radio stations in the country, Desmond became a founding member of the Def Jam Mobile team in 2000, where he was proud to be a part of Hip Hop leading yet another avenue of technology and connection. You remember them two-ways and ringtones, ya'll.

Since then, Dez has been recruited by world-class agencies like Wieden + Kennedy and Creative Artist Agency where he collaborated with and lead creative teams work on brands like Nike, Old Spice, Target, Coke, Beats by Dre, 2K Sports, Champs Sports, Foot Locker, Li-Ning, HBO, and many more. Dez is also very proud of the strategic Brand planning he's done for talent like Kobe Bryant, LeBron James, Dwyane Wade, Carmelo Anthony, Nicki Minaj, and others.

As Executive Creative Director of Chiat Day LA's Sports and Lifestyle group, Dez is continuing his mission to create what he calls Positive Propaganda: pop culture content that ripples the zeitgeist, creates positive impact, and inspires audiences to be their best selves. Their recent Levi's x Beyonce and Gatorade x Kendrick Lamar campaigns are great examples of Dez's Positive Propaganda mission at work.

Experience

Launch Partner / Brand Director

Def Jam Mobile

Los Angeles
Jan 2004 - May 2005

Founding Partner working for American Greetings Interactive and Def Jam.

Developed and presented a new business pitch for American Greetings to bring to Russell Simmons and Kevin Liles. Worked intimately with Kevin Liles and Russell Simmons to develop a Mobile extension of their Def Jam brand.

Launched Def Jam Mobile in June 2004.

Developed and managed production of mobile content for the launch of Def Jam Mobile including: Artist photoshoots for digital Wallpapers, Recording sessions for ringtones, and Mobile Game development.

Also managed the BeatGreets.com music E-card service for American Greetings Interactive. Serviced record labels with a promotional e-card service for music fans to share the hottest tracks via email. Managed artist asset collection, e-card production, and a full staff of digital graphic designers.

Strategic Planner / Copywriter

Wieden+Kennedy Advertising

Portland, OR

Developed research efforts and strategic plans for NIKE, OLD SPICE, LEVI's, and numerous new business pitches.

Collaborated with Creative Teams to develop advertising campaigns for Nike, with a focus on Nike Basketball, Kobe, Lebron, and the entire signed Nike roster.

Collaborated creatively on campaigns for Old Spice, EA Games, and Coke.

Entertainment Marketing Agent

Creative Artists Agency

Los Angeles, CA
Jun 2010 - Present

Education

African American Pop Culture Studies

Berkeley, CA
Sep 1999 - May 2003

UC Berkeley

Having been influenced by Hip Hop for years, and understanding its educational and sociological value, I started and taught Hip Hop 101 with my partner Kevin DeLiban.

The fully accredited course started in Spring 2000, and explored a variety of themes concerning Hip Hop Culture and its affect on greater American Culture: Business, Race/Class/Gender Relations, Crime and Morality, etc.

The course was one of the very first academically recognized courses taught on Hip Hop at public university campus. Big thank you to UC Berkeley for seeing the value before the rest of the academic world.

After teaching for near 4 years, the "instructor" torch was passed on to standout former students and teacher assistants.

9 years later, the popular class is still in session on the campus.

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