

Desmond Marzette

CREATIVE STRATEGIST, WRITER, DIRECTOR, VOICEOVER

Los Angeles, CA

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Desmond Marzette is an entertainment marketing expert with years of experience working with the biggest names in the industry.

He taught UC Berkeley's first ever course in Hip Hop, while simultaneously studying 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 founding member of the Def Jam Mobile team, launching that company in 2000.

Since then, Dez has been recruited by powerhouse agencies like Wieden + Kennedy and Creative Artist Agency where he directed work on brands like Nike, Old Spice, Target and Coke, and provided strategic planning for talent like LeBron James, Dwyane Wade, Kobe Bryant, Nicki Minaj, Sean Combs and many others.

Dez is currently servicing brands like Beats by Dre, 2K Sports, Champs Sports, Li-Ning, and many more.

Experience

Launch Partner / Brand Director

Los Angeles

Jan 2004 - May 2005

Def Jam Mobile

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

Portland, OR

Wieden+Kennedy Advertising

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

Los Angeles, CA
Jun 2010 - Present

Creative Artists Agency

Education

African American Pop Culture Studies

UC Berkeley

Berkeley, CA
Sep 1999 - May 2003

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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