

SUSAN E NATOLI

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INTEGRATED MARKETING & CREATIVE PARTNERSHIPS

LEADER IN BRANDED CONTENT CREATION, STORYTELLING, & SPONSORSHIPS

I succeed by building on what can be done, not dwelling on what can't.

Marketing and partnerships leader with experience at top media companies. Expert in building big ideas, driving ad revenue, and crafting integrated campaigns that resonate across generations. Skilled storyteller who translates data into strategy, builds lasting partnerships, delivers franchise-worthy brand programs, and makes noise where it matters most.

EXPERIENCE

The Paley Center for Media, New York, NY

2024 – Present

The premier entertainment industry think tank and leadership forum

Director of Marketing & Partnerships

- **Develop and execute integrated marketing strategies** that drive ticket sales and event registrations for marquee talent and franchises, including Dialogues with Mindy Kaling, Ryan Reynolds, and Shonda Rhimes; and campaigns for Netflix (*Running Point*, *Cobra Kai*), Apple TV+ (*Severance*), Disney+ (*Star Wars: Andor*, *Agatha All Along*), HBO Max (*Hacks*), FOX (*Super Bowl LIX*), Hulu (*The Handmaid's Tale*).
- **Deliver double-digit revenue growth** by executing innovative, multi-channel marketing campaigns that increase audience engagement, accelerate membership acquisition, and expand digital content viewership.
- **Oversee diverse programs across Paley's portfolio**, driving innovation and integration across creator-led content, experiential activations, influencer partnerships, social media campaigns, and print
- **Identify, cultivate, and secure sponsorships and partnerships** for original programming across public and industry sectors, including Spotify, Fanatics, and ESPN
- **Develop compelling marketing content by interviewing top talent**, including Seth Cohen, Kathryn Hahn, Kate Hudson, Justin Theroux, and casts from Apple TV+ and Netflix series.

a360media / Us Weekly, New York, NY

2022 - 2024

#1 Retail Publisher & Multi-Platform Media Leader

Head of Integrated Marketing | Us Weekly

- **Drove +345% growth in marketing revenue** by creating and launching 25+ new ad products for the marketplace.
- **Elevated brand impact** for advertising partners through innovative campaigns spanning brand integrations, sponsorships, and custom content partnerships—delivering across all consumer touchpoints.
- **Built best-in-class sponsorships** by leading video/digital production, developing ad placements, and securing celebrity/talent partnerships to connect with Us Weekly's affluent, highly engaged audience.
- **Partnered with creative** executives, editors, brand managers, account executives, and promotions teams to **ideate and execute breakthrough programs**.
- **Led end-to-end sponsorship activations**, including timelines, approvals, pre-production, on-set leadership, and post-production deliverables.
- **Collaborated with Research, Data & Analytics, and Consumer Insights** teams to design strategies aligned with client KPIs and long-term goals.
- **Directed and inspired a high-performing Integrated Marketing team** while working cross-functionally with internal stakeholders.

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EXPERIENCE (continued)

Mirriad, New York, NY

2021 - 2022

The world's leader in virtual product placement (VPP) and in-content advertising using patented AI

Head of Integrated & Ad Sales Marketing

- **Built strategic partnerships** with media companies, record labels, sports leagues, and agencies to develop **AI-driven marketing solutions** that increased revenue and operational scale

Paramount, New York, NY

2015 - 2020

Fortune 500 global media and entertainment company reaching billions of viewers worldwide

Senior Director of Integrated Marketing & Sponsorships

- **Senior member of Velocity, an award-winning branded content studio**, ensuring best-in-class creative practices while driving audience growth, strengthening brand authenticity, and consistently delivering on client KPIs.
- **Developed and executed high-impact, world-class sponsorships** across television, streaming, and digital platforms, collaborating with network executives, showrunners, creative writers, and celebrity talent to deliver **seamless integrations into scripted series, non-scripted formats, live events, and digital content**.
- **Drove \$100M+ in ad revenue through strategic tentpole campaign development**, achieving an unprecedented 100% sponsor retention rate
- **Led strategic agency partnerships** as primary liaison, managing creative development, project prioritization, and RFP execution across **premium network portfolio**
- **Delivered seamless brand integration** for 10+ major programs, including *Yellowstone*, *The Daily Show*, *Bar Rescue*, *Bellator*, and other flagship properties

E! Entertainment Television, Los Angeles, CA

2013 - 2015

NBCUniversal's entertainment news division delivers celebrity content, red carpet coverage, and hit programming to millions of viewers

Director of Marketing Solutions & Branded Content

- **Generated 35% sales increase** through strategic Marketing team leadership and execution of customized branded content campaign.
- **Conceptualized and executed E!'s Live from the Red Carpet** sponsorships for major award shows (*Oscars*, *Golden Globes*, *Grammys*, *Emmys*) featuring Ryan Seacrest and A-list talent
- **Executed advertiser content integration** on E! Online, leveraging the platform's **1.1B monthly engagements** as the world's leading multi-platform entertainment brand
- **Achieved record-setting digital performance** during Red Carpet Season with **double-digit growth** in viewership and engagement metrics
- **Developed and executed branded programming events** (Fashion Fridays, Movie Reels with Ross Saturdays) synchronized with network scheduling to **drive viewership and revenue**

MTV, New York, NY

Director of Multiplatform Programming and Content Strategy

EDUCATION

NYU SPS Continuing Education Program, Marketing

New York University, NYU School of Professional Studies, New York, NY

Bachelor of Liberal Arts, Communications

State University of New York at Geneseo, Geneseo, NY