Nan Wang

Director, Brand, Creative & Event Production
Portfolio | LinkedIn

CONTACT

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CAREER SNAPSHOT

I'm a creative and brand leader with over **a decade of experience building brands, shaping creative direction, and leading creative and experiential production** across entertainment, tech, and eCommerce. I've built brands from the ground up, led integrated campaigns, and produced digital and in-person experiences. I've managed multimillion-dollar budgets, built creative teams and partnerships, and streamlined production workflows across agencies, freelancers, and internal teams. I bring **creative vision and production discipline** to every project, balancing the big idea with the details needed to bring it to life.

WORK EXPERIENCE

Director of Brand & Events , Spotter | Feb 2024 - Present | Culver City, CA

- Led creative direction and production for Spotter Showcase in 2025 and 2026, shaping the event narrative, experiential direction, and on-stage creative. For the 2026 event, directed and produced all experiential elements and presentation creative within a one-month production timeline, bringing together 20+ creators and 200+ media buyers. The event was followed by Spotter's **most successful sales quarter to date.**
- Led the brand launch and creative direction for Spotter's AI product, securing title sponsorship at VidSummit and partnering with 10+ top YouTube creators, including Dude Perfect (60M+), to drive awareness and adoption. Exceeded membership goals by **35%** and continued to lead creative campaigns, events, and experiences throughout the year.
- Built Spotter's in-house marketing production studio and budget infrastructure, scaling a network of 10+ freelancers and creative partners, reducing production costs by **75%,** and creating greater visibility into spend, forecasting, and resource allocation.
- Led creative direction and production across Spotter's brand and company-wide creative needs, spanning website, marketing materials, PR panels, presentations, and other brand touchpoints. Directed creative vision and production partners to maintain brand integrity while continually evolving how the brand shows up.
- Led end-to-end production for Spotter's events and experiences, managing venues, vendors, A/V, experiential elements, materials, travel, and lodging across events ranging from 100+ person happy hours to week-long Spotter Creator Summits with high-profile guests. Brought creative thinking into the production process, including developing custom creator trading cards that became a standout detail and conversation piece of the event.

Marketing Leader | Amazon | Apr 2017 – Feb 2024 | Seattle, WA & Culver City, CA

Sr. Creative Producer & Campaign Manager, Prime Video | Jan 2022 – Feb 2024

- Led marketing and campaign production for Freevee Originals, including **Judy Justice** (Emmy-winning)**, Jury Duty** (Emmy-nominated), and Bosch: Legacy, ensuring launches were delivered on time and on budget from onset capture through premiere.
- Improved creative operations by building workflows for key art, trailers, media, and thumbnails, saving **$30K** per title and accelerating turnaround. Built Freevee's first automated campaign system, adopted by US, UK, and DE teams.
- Led Freevee brand production across consumer and B2B, producing high-quality brand ads and directing the NewFront campaign with sizzles, OOH, stage visuals, and experiential activations. Navigated complex approvals with partners such as NBCU, as well as talent and leadership, to deliver on time and on budget.
- Scaled the FAST (Live Channels) program from **5 to 50** monthly ad spots with content calendars, templates, and a partner portal. Workflows adopted by the UK and DE teams, improving global promotion; partnered with studio partners including Lionsgate, NBCU, and Sony.
- Created Freevee's budget tracking system in Smartsheet, streamlining financial monitoring and reporting for marketing initiatives. Created customizable reporting for greater efficiency and accuracy, and partnered cross-functionally to analyze spend and implement cost-saving strategies, reducing creative production expenses by **10%** year over year.

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WORK EXPERIENCE CONT.

Marketing Leader | Amazon | Apr 2017 – Feb 2024 | Seattle, WA & Culver City, CA

Sr. Product Marketing Manager, Prime Gaming | Mar 2020 – Dec 2021

- Led the launch of Amazon's Crown Channel on Twitch as sole marketing manager, building brand identity and guidelines. Developed and led the marketing campaign for the inaugural show in collaboration with Nintendo, drawing **4M** live viewers (40K peak concurrents) and securing Nintendo as an ongoing partner.
- Drove go-to-market plans for Crown Channel shows, aligning leadership, sponsors, partners such as Riot, and talent. Led end-to-end campaigns across creative, social, paid, Amazon O&O, and talent, including Valorant: wwFest, a six-hour EDM concert that generated **6M** global views.
- Scaled the marketing function from one person to a four-member team. Managed vendors and media partners, negotiated better rates, and built a reporting system that cut costs by **20%** and reduced CPV from **$0.50 to $0.35** YoY.

Marketing Manager, Amazon Launchpad | Apr 2017 – Feb 2020

- Led the rebrand of Amazon Exclusives to Amazon Launchpad, developing a new style guide, storefront rollout, and campaigns across O&O and social. Increased above-the-fold CTR by **61%** and reduced store abandonment by **1.5%**.
- Pioneered Amazon's video shopping experience, launching the first livestream with 200K views on a $3K budget and evolving it into Watch & Shop, a VOD and livestream brand supporting 100+ brands and 250+ products monthly. Built workflows and scaled merchandising, driving **9.1B** holiday impressions (+235% QoQ), **16.7M** pageviews (+30% QoQ), and a top-10 storefront share of voice in 2019.
- Secured approval and led Launchpad's first integrated campaigns, including Summer and Holiday. Delivered commercials, social, and O&O promotion; the Summer campaign hit **17.6%** engagement vs. 2.0% for Father's Day with 30% less spend, while the Holiday campaign achieved a **94%** CTR on its gift section, the highest in Launchpad's history.

Digital Marketing Strategist, Spark Growth Partners | May 2014 - Apr 2017 | Brooklyn, NY & Toronto, ON

- Directed customer acquisition, testing, and optimization programs, improving conversion and driving two redesigns, four conversion projects, and multiple client retainer expansions.
- Built analytics and optimization programs as a key upselling channel, driving two website redesigns, four conversion projects, and multiple retainer expansions.
- Partnered with sales to create pitches, decks, and project plans, contributing to nine large-scale client wins across acquisition, email, web, and social.

TOOLS & CORE SKILLS

- **Project management:** Asana, Smartsheet, Notion, Airtable
- **Creative tools:** Adobe Creative Suite, Figma, Webflow
- **Productivity tools:** Google Suite, Microsoft Suite
- **Strategy:** GTM strategy, end-to-end campaign execution across B2B and B2C campaigns
- **Partnerships & Relationships:** Vendor, partner, talent, and creator relationship management
- **Operations:** Workflow design, scalable processes, budget systems, cross-functional alignment

EDUCATION

- **New York University |** 2012–2014
  Master of Science | Integrated Marketing
- **Beijing International Studies University |** 2007–2011
  Bachelor of Arts | Translation