

MIKO MARFORI

BRAND & CREATIVE MANAGER



PROFILE

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Brand and creative manager with 5+ years of in-house experience shaping global brand campaigns from concept through delivery, combining strategic ownership (narrative development, channel strategy, executive storytelling) with hands-on creative execution (art direction, visual identity, motion design). Skilled at translating complex ideas into cohesive, emotionally resonant campaigns across social, editorial, print, and motion, while balancing global consistency with cultural nuance. Partners cross-functionally with creative, communications, and executive stakeholders to bring campaigns to life.

EDUCATION

**Master of Communication Management (MCM),
Marketing Communications**
University of Southern California, Oct 2020 - Dec 2021

**Bachelor of Arts (BA) in Digital Arts & Sciences,
Mass Communications Minor**
University of Florida, May 2016 - May 2020

SKILLS

- Brand Storytelling
- Art Direction & Visual Identity
- Integrated Campaign Strategy
- Content Strategy & Editorial
- Motion Design
- Social Strategy & Platform Trends
- Global-to-Local Campaign Adaptation
- Executive & Stakeholder Communications
- Adobe Creative Suite
- Figma
- Copywriting

EXPERIENCE

Sony Music Entertainment

Creative/Content Manager, Apr 2025 - Apr 2026

- Led digital content strategy and creative execution for Corporate Communications, working cross-functionally with multiple divisions to produce creative and editorial content across internal and external communications channels.
- Grew @sonymusicnews Instagram following ~45% (28K to 41K+), introducing original storytelling formats that drove sustained engagement.
- Pitched and executed a real-time GRAMMY social strategy, moving Sony Music into the live cultural conversation and reaching 100K+ audiences campaign-wide.
- Led visual storytelling for the 2025 and 2026 Heritage Month campaigns, concepting and building a unified brand identity system executed across social, email, and web.
- Led video production of a global internal video series end-to-end using Premiere Pro and After Effects, owning art direction and motion design from concept through final delivery.
- Developed the digital content strategy for Beyond the Instrument, a four-market global philanthropic campaign, balancing global narrative consistency with local market relevance.

Digital Content & Design Coordinator, Nov 2021 - Apr 2025

- Helped drive 80% employee awareness of the Global People Promise by producing integrated launch content across email, intranet, and in-office signage.
- Produced a cross-format branded asset suite for the Global People Promise launch, extending the visual system across social, print, email, web, and in-office displays.
- Translated messaging and strategy into executive presentation decks for the EVP, Global Head of Corporate Communications.

Tommy Hilfiger

Inclusion & Diversity Ambassador, Oct 2020 - Nov 2021

- Produced 45+ episodes of Meet Me On The Stoop, filming and editing each episode using Premiere Pro and After Effects while managing production logistics for a distributed cast.
- Produced 12 monthly Inclusion & Diversity town halls with speakers ranging from store associates to EVPs, structuring conversation flows and leading rehearsals ahead of each live event.