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Brand Partnerships • Influencer & Creator Marketing • Entertainment • Experiential • Account Leadership

PROFESSIONAL SUMMARY

Senior marketing and brand partnerships leader with 15+ years of experience at the intersection of entertainment, talent, and culture. Deep expertise across brand partnerships, influencer and creator marketing, experiential activations, licensing, account leadership, and unscripted and documentary production. Proven track record securing and closing high-value deals, owning full campaign lifecycles, and building long-term client and creator relationships that deliver measurable outcomes. Established agency relationships across CAA, WME, UTA, and IAG, with a network of brand-side contacts spanning entertainment, lifestyle, fashion, beauty, wellness, and consumer goods. A genuine generalist who brings strategic thinking, commercial rigor, and creative instincts to every engagement – and thrives most when using all of those skills at once.

CORE COMPETENCIES

Brand Partnerships & Deal-Making • Influencer & Creator Marketing • Entertainment & Streaming Campaigns • Licensing Strategy & IP Extensions • Experiential Events & Activations • Talent Procurement & SAG-AFTRA • Account Leadership & P&L Ownership • Senior Client Relationship Management • Unscripted & Documentary Development • Social-First Strategy (TikTok, Instagram, YouTube) • Campaign Performance & Reporting • Team Leadership & Mentorship • New Business Development • Agency Relationships (CAA, WME, UTA, IAG)

EXPERIENCE

Director, Marketing & Engagement | **Scout Productions**, Burbank, CA July 2020 - Present

- **Brand Partnerships & Deal-Making:** Served as primary commercial lead for all brand partnerships across Scout's entertainment slate, securing and closing high-value deals with major consumer, lifestyle, and beauty brands across Netflix, Peacock, HBO Max, E!, and Oxygen productions. Key partnerships include Virgin Voyages and Atlantis Bahamas (MerPeople/Netflix), StockX (The Hype/HBO Max), Ulta Beauty and Sephora (Queer Eye/Netflix), Eli Lilly/Zepbound (Tan France), and QuickBooks (Jonathan Van Ness and Antoni Porowski).
- **Licensing Strategy & IP Extensions:** Developed and managed licensing programs that extended the Queer Eye franchise beyond the screen into consumer products – including a LEGO Queer Eye Loft Set, a Walmart furniture and home decor line, and video gaming integrations – managing all commercial agreements, approvals, and partner delivery.
- **Influencer & Creator Marketing:** Led end-to-end influencer and creator programs across multiple simultaneous properties, including building OMG Fashun's creator community from scratch for Julia Fox's E! series and extending Queer Eye into TikTok achieving 9M+ impressions and 700K+ likes.
- **Experiential & Live Events:** Conceived and led Fab Five Live, a sold-out multi-city live experience series, managing end-to-end strategy, sponsor integrations, talent partnerships, and on-site execution across five markets with full social and digital extensions.
- **Unscripted & Documentary Development:** Served as a key member of Scout's development team, contributing research, story development, and pitch support for unscripted and documentary projects across major streaming platforms including Netflix, Peacock, and E!.
- **Talent Procurement & SAG-AFTRA:** Managed talent procurement and services across multiple SAG-AFTRA productions simultaneously, handling signatory obligations, conducting rep outreach across CAA, WME, UTA, and IAG, and overseeing all talent services from casting and contracting through on-site execution.

- **Account Leadership & Growth:** Built trusted long-term relationships with VP and C-suite brand and network partners, proactively identifying and developing organic growth opportunities that consistently expanded account scope across all active properties.
- **Team Leadership:** Led and mentored junior team members, building a high-performing culture with clear accountability, creative ambition, and strong client outcomes.

Director of Brand Experiences & Partnerships (Contract) | Altitude Summit, Palm Springs, CA 2019 - 2025

- **Brand Partnership Sales & Sponsorship:** Lead brand partnership sales and sponsorship strategy for a premier national influencer conference (650+ attendees, 2.8B+ combined community reach), building and maintaining high-profile sponsor relationships and driving revenue through strategic brand collaborations across lifestyle, wellness, beauty, and consumer categories.
- **Experiential Program Design:** Design and execute premium brand experience programs including interactive installations, sponsored dinners, educational programming, 1:1 expert meetings, and digital extensions, ensuring measurable brand impact for each partner.

Director of Client Services | Pollinate Media Group, Costa Mesa, CA August 2014 - July 2020

- **Influencer Marketing at Scale:** Owned and scaled influencer marketing programs for Fortune 500 brands including Dove (Unilever), Clorox, Kimberly-Clark, Intuit, and Tyson at a leading influencer marketing agency, managing a network of 2,500+ creators with 230M+ monthly impressions and contributing to \$4M+ in annual revenue retention.
- **Account Portfolio Leadership:** Managed senior client relationships across a multi-brand Fortune 500 portfolio, developing integrated campaign strategies, managing budgets, and delivering comprehensive performance reporting with full commercial accountability.
- **Revenue Growth:** Drove double-digit year-over-year revenue growth through proactive new business development, organic account expansion, and strategic pitch development.
- **Team Development:** Led and developed account managers and junior staff, building high-performing teams with a shared commitment to creative excellence and analytical rigor.

Account Director | TPN (The Promotion Network, Inc.), Marina del Rey, CA June 2006 - August 2014

- **Integrated Brand & Entertainment Partnerships:** Managed multimillion-dollar integrated marketing programs for Walmart, Hershey, Gatorade, Tropicana, Taco Bell, and Jockey across entertainment, retail, digital, and promotional channels – including talent procurement, entertainment partnership frameworks, and a yearlong online loyalty platform for Kmart/Sears with full retail integration.
- **Sports & Entertainment Talent:** Managed talent sourcing, casting, and negotiation for sports and entertainment campaigns working directly with talent representatives, including projects with Gatorade and Hershey's and the Title IX: 37 Words That Changed America documentary.

Founder + Director, Client Services | Methods & Madness, Venice, CA October 2004 - June 2006

- Founded boutique marketing agency delivering brand strategy and integrated campaigns for Princess Cruises and Jack in the Box.

EDUCATION

A.B., English • Davidson College, Davidson, North Carolina

SELECTED BRAND & PARTNER NETWORK

Netflix • Peacock • HBO Max • E! • Oxygen • Hallmark • OWN • Virgin Voyages • Atlantis Bahamas • LEGO • Walmart • Ulta Beauty • Sephora • Eli Lilly • QuickBooks (Intuit) • StockX • Unilever (Dove) • Kimberly-Clark • Clorox • Tyson • Hershey • Gatorade • Tropicana • Taco Bell • CAA • WME • UTA • IAG