


Nino M Moscardi

NBHD/Authenticator Marketing Manager, Japan - Nike

 ninomoscardi@gmail.com

 Portfolio: 8bitsamurai.com

- Brand marketing specialist of multiple functions at Nike Japan with over 9 years of industry experience in brand, digital, and sports marketing
- Original promotional content and product narratives featured by Hypebeast, GQ, High Snobiety and other action sports & sneaker media outlets
- Consistent 100% sell-through Japan launches of Nike SB collaborative products with streetwear, fashion, and culturally relevant brands
- Key coordinator of all Nike SB sponsored Japan physical activations including the Nike SB dojo, Toyosu Sport Playground Opening, and the Japan Olympic Skateboarding Federation organization's Tokyo 2020 roadmap

Education

Bachelor of Arts
East Asian Studies - Japanese
Boston University, '09
Boston, MA

Tools

Final Cut Pro	Lightroom
Premiere	AfterEffects
Photoshop	Excel
Illustrator	Acrobat
InDesign	Dreamweaver
Keynote/PPT	Google/FB Ads

Skills

Brand Marketing
Digital Marketing
Sports Marketing
Action Sports Industry
Consulting
Project Management
Social Media Management
Event Execution
Art Direction & Graphic Design
Digital Content Production
Video/Photo Editing
Budget Management
Data Entry
Japanese Language Proficiency

References

Kaspar Van Lierop
Nike SB, Global Sports
Marketing Director (former)
kaspar@kvlconnect.com

Celia Mensah
Nike Japan, Sports Marketing
Manager
Celia.Mensah@nike.com

Eri Piotrowski
Nike Japan, Consumer Direct
Marketing Director
Eri.Piotrowski@nike.com

Achievements

- + Successful launch and partner account sell-through of Japan led Air Max 1 Premium 'Wabi-Sabi' on Nike's Air Max Day celebration featuring a Flower Arrangement Workshop taught by Tokyo influencer Haruka Hirata
- + Principal contract, product, and marketing activation leadership of Japanese Olympic gold medalist athlete Yuto Horigome and Olympic athletes Aori Nishimura and Sora Shirai
- + Online/offline execution of Nike SB Japan first-ever team introduction video 'Nike SB WAMONO' with over 880K+ views through global Nike channels
- + Japanese Olympic Skateboarding team national uniform reveal moment event and content launch to 38 global press outlets with 1.02M coverage views
- + Nike SB Dojo indoor community skate space opening featuring global Nike SB athlete appearances, 135 pieces of media coverage, 1.86B online readership, and 5.67M coverage views
- + Consistent 100% domestic sell through of high heat collaborative product launches with high profile and relevant brands including Parra, FPAR, Grateful Dead, Jordan, FTC, Gundam collaborations
- + 100% organic growth of owned @nikesbdojo Instagram channel of up to 11K+ in under one year
- + Paid and organic growth of owned Bandai Import Collection social channels up to 20K+ in six months

Experience

Consumer Direct Marketing, NBHD/Authenticators Marketing Manager, Japan
Nike, 1/2022 - 4/2022 (repatriation to US due to personal reasons) - Tokyo, JPN

- +Lead and own the NBHD account marketing strategy for Japan working closely with the NBHD account business team, SNKRS app team, and external key authenticator retail accounts/partners to create the future of the sneaker scene in Tokyo
- +Partner with key retail accounts to leverage sport and culture, and create innovative and disruptive content promoting key Nike sneaker franchises including Air Max, Air Force 1, Jordan, and Dunk with initiatives including Air Max Day Flower Arrangement Workshop @ Gr8, X-Girl 'Ribbon Dunk' dance content launch, and Atmos Pink Dance Academy Harajuku store renewal party
- +Manage and support relationships with key retail accounts that authenticate the brand on a cultural level and partner closely with the Nike CDM Digital Team to position SNKRS channel at the center of sneaker & lifestyle culture via said partner accounts
- +Work closely with the Catalyst Brand Management team to identify external cultural partners to develop sneaker culture, including new ways to seed & authenticate new innovations.
- +Play a lead role in the Marketing planning and Go-to-Market process for NBHD product stories on a seasonal basis, working in partnership with NBHD Business Development, NDDC, Nike Stores, Nike Marketplace Partners, Merchandising and GEO Channel teams.
- +Contribute to weekly exchanges with the Consumer Direct Marketing Team, APLA and territory NBHD Marketing teams and other NBHD marketing partners to share ideas, best practices and learnings

Japan Action Sports Immigration Consultant (Freelance)

Immigrate Home LLC, 9/2021 - present - Remote

- +Seek and service top action sports talent in Japan by providing consultation services including translation, interpretation, and general communication in cooperation with immigration lawyer for US athlete visa procedures

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Nike Skateboarding Sports Marketing & Team Manager, Japan

Nike, 8/2018 - 8/2021 - Tokyo, JPN

- +Seek, sign, service, and leverage the best skateboard athletes in Japan while aligning with the brand and business direction of Nike Japan and global Nike Skateboarding
- +Ideate, manage, produce, and execute both physical and digital narratives of high heat launches and collaborative product leveraging athletes for global promotion
- +Pitch to and work with intercompany departments, in-house digital app teams, contract agencies, and retail partners to execute physical/digital product launch activations
- +Identify new business opportunities and collaborative partnerships both at retail and in product development through extensive industry network and act as the retail/account facing representative of the Nike SB brand in an effort to expand and solidify distribution reach across Japanese market
- +Advise and co-manage all Nike SB physical event activations including planning, construction, execution, and community activation of Nike SB dojo indoor skate space in central Tokyo with inclusive community events (i.e. 'Go Skateboarding Day' and 'Girls Skate Festival')
- +Manage @nikesbdojo social media account including calendar, copywriting, execution, and advertising
- +Coordinate the Nike SB sponsored Japanese Olympic skateboarding federation's Olympic roadmap including qualifying event product & travel support, national team & kit announcement event moment, and 2020 Olympic games moment
- +Accommodate Nike Japan athlete appearance requests and manage planning and execution of team demonstration events, tournament participation, and photo/video commercial film shoots
- +Negotiate, build, and execute athlete, vendor, and creative agency contracts
- +Oversee a portfolio of 10+ world class athletes and agencies and guide athlete development to prepare them for a global professional career including Japanese Olympic athletes
- +Build and maintain Nike SB sports marketing budget and manage seasonal product ordering & distribution

Digital Media Marketing, Marketing Coordinator

Bandai America, 5/2017 - 4/2018 (business unit dissolved) - El Segundo, CA

- +Build and execute all elements of the digital marketing strategy including branded website construction, targeted digital advertising activations, growth and maintenance of social media channels, and all design elements of integrated digital catalog & newsletter including monthly custom photo/video assets
- +Coordinate with Japan brand management teams in executing digital promotion, marketing, licensing and product development
- +Revolutionize collectible figure promotions by ideating, managing, and executing innovative digital promotional asset creation, promotional giveaways, and creative content production
- +Lead creation, development, and maintenance of selected brand/intranet websites
- +Provide guidance to Brand Management to determine marketing program effectiveness, sell-through, and new opportunities using digital trend and traffic analytics

Marketing Coordinator

Dwindle Distribution, 3/2015 - 5/2017 - El Segundo, CA

- +Ideation and execution of disruptive brand marketing strategies to connect with consumers in innovative ways
- +Plan and execute marketing activations across entire brand portfolio including video production shoots, physical/digital content and product launch events, athlete demos, etc. with full ownership over multiple brand projects including Blind Skateboard's 'Full Fuji Tour' Japan tour
- +Promotional marketing asset creation and media partner distribution including flyers, newsletters, animations and video for use in branded web and social content across entire brand portfolio
- +Manage online and social media activity for Dwindle Distribution social handles and support brand catalog social account management
- +Support APAC sales manager and international distributors to execute brand initiatives and build new opportunities in the Asia market