

Izzy Lugo III

BRAND PARTNERSHIPS

We Can Do This

Community brand partnerships for the Department of Health and Human Services to get the word out about the benefits of the COVID Vaccine.



Wilson Sporting Goods

Identified and connected the brand with potential collaborators to get the baseball division involved in drop culture.



Koss Headphones x MKE Wave

Managed Koss headphones first sports partnership in over 15 years. Resulting in 1+ million impressions for the brand.



Unfinished Legacy x Cashdrop

Identified and connected UL with Cashdrop and directed the first apparel drop on the app resulting in thousands of app downloads and vendor onboardings.



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INFLUENCER STRATEGY

Colgate

Influencer identification and reach out for Colgate's Mental Health Awareness campaign.



Tradeblock

Created a comprehensive creator program resulting in millions of app downloads across the US.



Round21 x Bored Ape Yacht Club

Strategy for influencer partnerships involving the first IRL product that BAYC produced in collaboration with Round21.



Goat Shoe Care

Strategy for influencer partnerships & budget management before GOAT was acquired.



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CONTENT PRODUCTION

Help Scout

Produced and hosted "Real Quick," an audio show on intheworks.com, with 28 shows produced and hosted.

Milwaukee founder wants to help people stay alive and well



Tradeblock

Produced and fulfilled content, generating over 4 million impressions within the first month and continued throughout the tenure.



Strange on Purpose

Own the entire production process of the podcast, including hosting, production, content creation, and more.



Nike NYC

Produce content for new and upcoming releases. This includes photography, short form videos and more.



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EXPERIENTIAL EVENTS

Tradeblock Scavenger Hunt

Resulting in millions of impressions and app downloads, the Tradeblock Scavenger Hunt took place in New York City and connected legacy sneaker stores to their true consumer in a marathon like setting throughout the city.



on the block

For the true sneakerhead, On The Block was a series of events thrown in NYC, Miami, Boston and more. This brought together sneakerheads in settings that we're directly parallel in culture and attracted sponsors such as Modelo, Makers Mark, Topo Chico and more.



SPRTBSL

An event for the intersection between art and sport, SPRTBSL was put on at UNKNWN at Art Basel 2021 and featured brands such as Wilson, Nike, Budweiser, Coinbase, and more.



Qdoba Burrito Mile

The first in Wisconsin history, this partnership brought out hundreds of college students and directly resulted in tens of thousands of door pulls for the brand.

