



DENISE L. BENNETT

DIRECTOR, CONTENT PARTNERSHIPS - TNT, TBS
NON-PROFIT BOARD LEADER

LEADERSHIP POSITIONS

National Association for Multi-Ethnicity in Communications

President, NY Chapter

2011 – 2012

www.namic.com

Fordham University Gabelli School of Business

President, Black & Hispanic MBA Association

2006 – 2007

www.fordham.edu

African Services Committee

Board Member

2016 – Present

www.africanservices.org

With almost 20 years of Media & Entertainment industry experience, Denise is an Integrated Marketing and Media Marketing seasoned professional. Currently a member of the Warner Media Content Partnerships team, she focuses on developing marketing solutions for clients across TBS & TNT's various platforms. A few key wins have been content partnerships with Universal Parks and TBS' original show, Drop The Mic, as well as Audible with TNT's original limited series, The Alienist.

Denise expanded her skills within the industry through integrated marketing roles at NBCUniversal's "Women at NBCU" portfolio team, the NBA's Global Marketing Partnerships team, and at TV One's "One Solution" portfolio team, developing marketing solutions for clients across TV One, Radio One, Reach Media, and Interactive One.

She started as a Viacom intern at VH1 Save The Music and spent 9 years in various consumer and integrated marketing roles throughout the company including Noggin/The N, Comedy Central, and MTV.

Denise has a BS in Music Business from Indiana State University and an MBA in Marketing and Media & Communications from Fordham University. She has served as the President of the Fordham Black & Hispanic MBA Association, VP of the Fordham Media & Entertainment Alliance, and the NY Chapter President of N.A.M.I.C (National Association of Multi-ethnicity In Communications). She has participated in the Council of Urban Professionals (CUP) Executive Leadership Program and was in the 1st class of the Management Leadership for Tomorrow (MLT) MBA Prep class.

Outside of professional responsibilities, Denise is an avid traveler and an active member of Alpha Kappa Alpha, Sorority, Inc.



As a thought leader and speaker, Denise has spoken and moderated media industry discussions as well as university events and organizational functions.

PAST ENGAGEMENTS INCLUDE:

Panelist, N.A.M.I.C Excellence in Multicultural Marketing FB Live, 2017 and 2018

Panelist, Jetblue 2016 Black History Month event around media

Panelist, KIPP Alumni Summit on Industry Networking 2016, 2018, 2019

Panelist, Fordham University Gabelli School of Business orientation

Denise L. Bennett Speaker Topics



PROFESSIONAL TOPICS

- Integrated Marketing, What Does It Mean In Media Today?
- Shifting Your Multi-cultural Marketing Strategy
- General Population vs Multi-Cultural Marketing
- Diversity & Inclusion As A Part of Your Business Strategy

SPEAKER TOPICS

- Navigating Your Career Growth Trajectory
- Networking for Success
- Building a Full-filling Media Career
- Navigating Business School
- **Single and Striving: "finding balance between professional achievement and personal growth"**

